

# Unit IV: Broadcast Journalism

Content Area: **Technology**  
Course(s): **Video Production II**  
Time Period: **6 weeks**  
Length: **Weeks**  
Status: **Published**

## Unit Overview

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This unit will cover areas of:

- The News Media
- Ethics in News Journalism
- Airing Stories
- The News Script
- On Air-Appearance
- A Day in the Television Newsroom
- Finding a Stories
- Researching a stories
- Newswriting Fundamentals
- Preparing a News Package
- Reporting the news
- Preparing for an interview
- Shooting an interview
- Conducting an interview

## Transfer

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Students will be able to independently use their learning to:

- Explain the responsibility broadcast journalists have to the view public
- Identify news programs as mainstream, non-mainstream, or tabloid.
- Recall the news elements used to judge the newsworthiness of a story.
- Recognize the different story types broadcast during a newscast
- Explain the elements of a package.
- Recall the work flow and responsibilities involved in a typical day in a newsroom.
- Identify ways to find newsworthy stories.
- Explain how the angle of a story affects how the story is written
- Summarize the concept of "writing for the ear".
- Apply the guidelines for good news story writing.
- Explain the purpose of gathering background before an interview.
- Create interview questions and topics based on background research.
- Identify the differences between shooting an interview that is aired live and shooting an interview that will be edited into a package story.
- Explain the function of B-Roll.

- Recognize effective techniques for conducting an interview.

## **Meaning**

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## **Understandings**

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After completing this unit, students will be able to:

- Explain the responsibilities broadcast journalists have to the view public
- Identify news programs as mainstream, non-mainstream, or tabloid.
- Recall the news elements used to judge the newsworthiness of a story.
- Recognize the different story types broadcast during a newscast.
- Explain the elements of a package.
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- Explain the function of B-Roll.
- Recognize effective techniques for conducting an interview.

## **Essential Questions**

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- How is a newscast put together?
- Are there different type of interviews?
- How do I now what to ask?
- What is a pre-interveiw?
- Are all newscast legit?
- B-Roll.... what is it?

## **Application of Knowledge and Skill**

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### **Students will know...**

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Students will know:

- How to explain the responsibility broadcast journalists have to the view public
- How to identify news programs as mainstream, non-mainstream, or tabloid.
- How to recall the news elements used to judge the newsworthiness of a story.
- How to recognize the different story types broadcast during a newscast
- How to explain the elements of a package.
- How to recall the work flow and responsibilities involved in a typical day in a newsroom.
- How to identify ways to find newsworthy stories.
- How to explain how the angle of a story affects how the story is written
- How to summarize the concept of "writing for the ear".
- How to apply the guidelines for good news story writing.
- How to explain the purpose of gathering background before an interview.
- How to create interview questions and topics based on background research.
- How to identify the differences between shooting an interview that is aired live and shooting an interview that will be edited into a package story.
- How to explain the function of B-Roll.
- How to recognize effective techniques for conducting an interview.

\* Students will create a monthly show. Students will be assigned to a monthly rotation. This rotation will be made up of Producer, Writer, Talent, Reporter, Camera, and Editor. The students will produce a monthly Magazine Show (to be named). Each student will rotate through all the positions.

### **Students will be skilled at...**

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Students will be skilled at...

- Explaining the responsibilities broadcast journalists have to the view public
- Identify news programs as mainstream, non-mainstream, or tabloid.
- Recall the news elements used to judge the newsworthiness of a story.
- Recognizing the different story types broadcast during a newscast.
- Explaining the elements of a package.
- Recalling the work flow and responsibilities involved in a typical day in a newsroom.

- Identifying ways to find newsworthy stories.
- Explaining how the angle of a story affects how the story is written.
- Summarizing the concept of "writing for the ear".
- Applying the guidelines for good news story writing.
- Explaining the purpose of gathering background before an interview.
- Creating interview questions and topics based on background research.
- Identifying the differences between shooting an interview that is aired live and shooting an interview that will be edited into a package story.
- Explaining the function of B-Roll.
- Recognizing effective techniques for conducting an interview.

## **Academic Vocabulary**

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- evergreen
- extended package
- feature
- feature package
- hard news
- IFB
- live shot
- mainstream media
- news
- news feature package
- news package
- non-mainstream media
- outro
- package
- reader
- rundown
- soft news
- SOT
- sound bite
- stand-up
- tabloid media
- TRT
- VO
- VO-SOT
- angle
- close
- lead
- reporter track
- background
- B-roll

## **Learning Goal 1**

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Students will demonstrate knowledge of The News Media, Ethics and News Judgement, Airing Stories, The Newscast Script, On-Air Appearance, and A Day in the a Television News Room.

VPA.1.3.12.D.2	Produce an original body of artwork in one or more art mediums that demonstrates mastery of visual literacy, methods, techniques, and cultural understanding.
TECH.8.1.12.C.CS2	Communicate information and ideas to multiple audiences using a variety of media and formats.
TECH.8.1.12.D.1	Demonstrate appropriate application of copyright, fair use and/or Creative Commons to an original work.

## **Target 1**

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Students will participate in class lecture and work sheets on The News Media, Ethics and News Judgement, Airing Stories, The Newscast Script, On-Air Appearance, and A Day in the a Television News Room.

## **Target 2**

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Students will participate in hands-on activities where they will demonstrate knowledge of The News Media, Ethics and News Judgment, Airing Stories, The Newscast Script, On-Air Appearance, and A Day in the a Television News Room.

## **Learning Goal 2**

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Students will demonstrate knowledge of Finding Stories, Researching Stories, Newswriting Fundamentals, Preparing a News Package, and Reporting the News.

VPA.1.3.12.D.2	Produce an original body of artwork in one or more art mediums that demonstrates mastery of visual literacy, methods, techniques, and cultural understanding.
TECH.8.1.12.C.CS2	Communicate information and ideas to multiple audiences using a variety of media and formats.
TECH.8.1.12.D.1	Demonstrate appropriate application of copyright, fair use and/or Creative Commons to an original work.

## **Target 1**

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Students will participate in class lecture and work sheets on Finding Stories, Researching Stories, Newswriting Fundamentals, Preparing a News Package, and Reporting the News.

## **Target 2**

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Students will participate in hands-on activities where they will demonstrate knowledge of Finding Stories, Researching Stories, Newswriting Fundamentals, Preparing a News Package, and Reporting the News.

## **Learning Goal 3**

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Students will demonstrate knowledge of preparing for an interview, shooting an interview, conducting an interview.

VPA.1.3.12.D.2	Produce an original body of artwork in one or more art mediums that demonstrates mastery of visual literacy, methods, techniques, and cultural understanding.
TECH.8.1.12.C.CS2	Communicate information and ideas to multiple audiences using a variety of media and formats.
TECH.8.1.12.D.1	Demonstrate appropriate application of copyright, fair use and/or Creative Commons to an original work.

## **Target 1**

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Students will participate in class lecture and work sheets on preparing for an interview, shooting an interview, conducting an interview.

## **Target 2**

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Students will participate in hands-on activities where they will demonstrate knowledge of preparing for an interview, shooting an interview, conducting an interview.

## **Learning Goal 4**

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Students will produce/write/shoot/edit a monthly News Show (Magazine Style). A rotation will be set up allowing all students to rotate through all the positions.

VPA.1.3.12.D.2	Produce an original body of artwork in one or more art mediums that demonstrates mastery of visual literacy, methods, techniques, and cultural understanding.
TECH.8.1.12.C.CS2	Communicate information and ideas to multiple audiences using a variety of media and formats.

**Target 1**

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Students will Produce/Write the studio segments needed to create the news show. (A rotation will be set up so all students will rotate through all the positions).

**Target 2**

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Students will shoot all elements needed to create a news show. (A rotation will be set up so all students will rotate through all the positions).

**Target 3**

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Students will edit together all elements needed together to create a news show. (A rotation will be set up so all students will rotate through all the positions).

**Summative Assessment**

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Performace/Written Assessment

**21st Century Life and Careers**

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CRP.K-12.CRP1	Act as a responsible and contributing citizen and employee.
CRP.K-12.CRP2	Apply appropriate academic and technical skills.
CRP.K-12.CRP4	Communicate clearly and effectively and with reason.
CRP.K-12.CRP6	Demonstrate creativity and innovation.
CRP.K-12.CRP7	Employ valid and reliable research strategies.
CRP.K-12.CRP8	Utilize critical thinking to make sense of problems and persevere in solving them.
CRP.K-12.CRP9	Model integrity, ethical leadership and effective management.
CRP.K-12.CRP10	Plan education and career paths aligned to personal goals.
CRP.K-12.CRP11	Use technology to enhance productivity.

## **Formative Assessment and Performance Opportunities**

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Written Assessment

Performance Assessment

## **Accommodations/Modifications**

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Reading assistance for technical reading.

Online tutorials/videos for broadcast journalism

Enrichment opportunities: Work outside the classroom.

Differentiation: 504 accommodations and IEP modifications

## **Unit Resources**

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Television Production & Broadcast Journalism Text Book.

Television Production & Broadcast Journalism Workbook.

Television Studio equipment.

Field Camera.

Field Tripod.

Field Microphone.

Computer.

Non-Linear Editing Software.