



****Semester 1: Broadcasting 2 - The Pulp****

Timeline	Unit/theme	Standard	Student Focused Objective	Resources/ Suggested Activities
August 2nd - August 6th	Careers in Broadcasting	Standards - Explore the range of careers available in the field and investigate their educational requirements and demonstrate job-seeking skills including resume-writing and interviewing.	Students will be able to identify the different roles and responsibilities of available jobs in broadcasting.	<p>Media Resources: WBRC-TV, WVTV-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
August 12th -	Workplace Expectation	Standards	Students will be able to identify key attributes and skills that help make employees successful in the	Media Resources: WBRC-TV, WVTV-TV,



30th	s	<p>Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.requirements and demonstrate job-seeking skills including resume-writing and interviewing.</p>	workforce.	<p>WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
August 2nd - December 20th	AdvanProduction	<p>Standards - 1. Implement skills in broadcast writing, including</p>	Using journalistic standards, students will be able to produce, write, record, and edit a school newscast that will be played to the student body.	<p>Media Resources: WBRC-TV, WVTV-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News,</p>



		<p>researching, scripting, and producing news stories, features, and short documentaries, using the 4 Cs of broadcast writing. 2. Write a television script using industry-standard format and correct grammar. Demonstrate advanced techniques in broadcast production. 3. Design and implement lighting plans for studio and remote production, utilizing a variety of</p>		<p>MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
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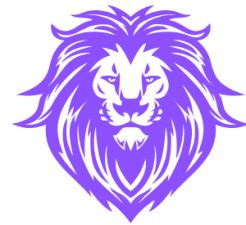
		<p>tools and techniques. 4. Demonstrate audio techniques of voice over (VO), sound on tape (SOT), voice over and sound on tape (VO/SOT), and B-roll. 5. Demonstrate advanced news reporting skills, including investigating and data journalism, cross-platform content production, site compassion, and audience engagement. 6. Coordinate and manage broadcast productions from</p>		
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		<p>start to finish, including scheduling, budgeting, equipment operation, and project management.</p>		
<p>September 9th - October 4th</p>	<p>Broadcast Safety</p>	<p>Standards Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous</p>	<p>Students will be able to understand the importance of safety in broadcast TV production, identify potential hazards in a broadcast environment, learn and apply safety protocols and procedures, and demonstrate safe handling of equipment and emergency procedures.</p>	<p>Media Resources: WBRC-TV, WVTV-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube)</p>



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October 11th - November 22nd	Broadcast Writing	<p>Standards 1. Standards Implement skills in broadcast writing, including researching, scripting, and producing news stories, features, and short documentaries, using the 4 Cs of broadcast writing (correctness, clarity, conciseness, and color) Examples: including progressive detail in a story,</p>	<p>Students will be able to understand the principles of broadcast writing, learn to write clear, concise, and engaging broadcast scripts, identify the differences between print and broadcast writing, and develop and present a broadcast script.</p>	<p>Media Resources: WBRC-TV, WVTV-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>



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		developing different viewpoints of same story, determining alternative story endings. 2. Standards Compare and contrast broadcast writing to formal academic writing.		