

COMMUNICATIONS DEPARTMENT

INTRODUCTION TO BROADCASTING: COURSE #906

Contact Information

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The Department's Educational Philosophy

We believe that students should be exposed to the various methods, forms and history of communications. In such a technologically-based society, understanding the methods and impact of such forms of communications are highly vital. Students learn best from being directly involved in such communication methods, including within the environs of the television and radio studios, as well as digital editing laboratories.

GUIDING PRINCIPALS:

- An effective communications program develops students' ability to communicate accurately and precisely.
- An effective communications program emphasizes both cooperative and independent learning.
- Communications is integrally related to several other subject areas including history, English, science, politics, government and mathematics.
- All students should develop a greater understanding of how communications impacts their everyday lives.
- All students should begin to develop their own methods of communicating in new and unique forms, including film, television, and radio.

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Course Frequency: Semester course, 5 times per week

Credits Offered: Two and a half

Prerequisites: None

Background to the curriculum

This course was developed in the summer of 2000 as one of two new elective courses offered as part of the emerging high school Communications Program. This course gives an introductory look at the broadcasting industry. It includes hands-on experiences in both radio and television broadcasting.

While there are no specific state or federal standards regarding Broadcasting, the course does hit on several pre-existing standards covered in other curriculum areas, most especially English. Introduction to Broadcasting continually undergoes student/teacher analysis and evaluation to ensure relevancy of issues. A majority of the work is group based and outside of the traditional classroom, using the radio on-air studio, radio production studio, television studio and control room, video editing area, and numerous settings throughout the school and communities for on-location shoots.

For more information on this course and its current set-up contact, Rick Kilpatrick in the high school Communications/Social Studies Department.

Core Topics/Concepts

radio formats	television studio cameras
radio broadcasting	on-air techniques to host a television program
FCC regulations	maintaining video and audio equipment
audio editing (“Cool Edit” program)	voice over for video footage
writing for radio	basic vocabulary / terms for radio and television broadcasting
creating Public Service Announcements (PSAs)	television newscasts
radio and television interviewing	television commercials
S-VHS cameras	character generator
radio and television audio boards	television control room switcher
mini-digital camera (mini-DV)	television control room operation
digital camera (DV camera)	S-VHS linear editing
i-movie 2 digital editing program	

Course-End Learning Objective

<u>Learning Objectives</u>	<u>Corresponding state standards</u>
<ol style="list-style-type: none">1] Define radio formats, their importance, and how formats have evolved over time.2] Identify the role and purpose of the Federal Communications Commission (F.C.C.) and discuss its role and effectiveness in monitoring broadcast television and radio.3] Master the use of the radio board and Cool Edit 2000 audio editing program.4] Plan, write and produce a radio public service announcement (PSA) through the use of the audio board and Cool Edit program.5] Master the use of S-VHS, mini-DV, and DV video cameras.6] Identify, understand the impact of, and exemplify various types of camera shots and angles.7] Master the operation of the Mac iMovie-2 digital editing program.8] Comprehend the various writing styles for both radio and television news.9] Understand and write proper interviewing questions for television and radio.10] Master the operation of the television master control studio.11] Master the operation of studio equipment, including video switcher, character generator, audio board, S-VHS playback, DVD player/recorder, and television studio cameras.12] Plan, write, produce and host feature pieces for a class-produced television program.13] Understand the basic tenets of live-to-tape on camera television anchoring, including proper verbal pacing, eye contact, questioning, physical presence and appearance.14] Plan, write, produce, edit and appear in self-created television commercials.15] Comprehend the various types and styles of television commercials and public service announcements.16] Analyze and discuss the supplemental articles assigned in class.17] Critique in writing and via discussion contemporary articles germane to the course.	<p>Reading and Literature #8 Media #26</p> <p>Media #27 Reading and Literature #18; Language #6; Composition #19-23 Media #27 Media #27</p> <p>Media #27 Language #4; Reading and Literature #15 Language #2-3; Composition #19-20 Media #27 Media #27</p> <p>Language #3, 6; Composition #19-23</p> <p>Media #27; Language #3, 6</p> <p>Media #26, 27; Composition #19-23 Reading and Literature #8; Language #1, 2, 4 Language #1-4; Reading and Literature #8, 9 Language #1-4; Reading and Literature #8, 9</p>

<p>18] Peer-critique, through discussion, several of the class produced videos.</p> <p>19] Express oneself readily and effectively, especially when defending one's choice for group-selected program feature topics.</p> <p>20] Identify and comprehend basic vocabulary and terms used in radio and television broadcasting.</p>	<p>Language #1-4 Language #1-4 Language #4; Reading and Literature #8</p>
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Assessment

- Introductory group projects familiarizing students with various equipment used in class = 4 test grades per first marking period
- Effort / participation = 1 test per quarter marking period
- Radio performance (preparation and on-air presentation) = 1 test per quarter marking period
- Producing own television advertisement = 1 test per second quarter marking period
- Producing numerous feature pieces for class-produced television program = 2-3 tests per quarter marking period
- Producing live-to-tape studio newscast = final exam

Technology Learning Objectives Addressed in This Course

(This section is for faculty and administrative reference; students and parent may disregard.)

<u>Course activity: skills and/or topics covered</u>	<u>Standards addressed through this activity</u>
<p>1] Internet research</p> <p>2] Word Processing</p> <p>3] DV & Mini-DV Digital Video cameras</p> <p>4] Mac i-Movie 2 digital editing program</p> <p>5] Video control room (studio cameras & other equipment)</p>	

Materials and Resources

There is no textbook for this course.

Numerous texts on broadcasting are used as references by the instructor, including:

- Head, Spann & McGregor. (Boston, Massachusetts, 2001). Broadcasting in America. Houghton Mifflin.
- Kalbfeld, Brad. (New York, New York, 2001). Broadcast News Handbook. McGraw-Hill.
- Keith, Michael C. (Boston, Massachusetts, 2000). The Radio Station. Focal Press.
- Utz, Peter. (Englewood Cliffs, New Jersey, 1987). Today's Video. Prentice-Hall, Inc.
- Zettl, Herbert. (San Francisco, California, 2000). Television Production Handbook. Wadsworth Thomson Learning.
- Zettl, Herbert. (San Francisco, California, 2000). Television Production Workbook. Wadsworth Thomson Learning.

Various other sources are utilized, such as videos, magazines, newspapers and the Internet.