

Broadcast Journalism Class Syllabus

Course Title: (PBC) Video Production – WLHS.TV

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Course Description: *"Student journalism is not a junior version of professional journalism; it is professional journalism performed by students."* -Steve O'Donoghue. This class focuses on the skills and strategies for success in front of the camera and behind it. Students will create, design, and write for various productions while learning the behind the scenes technology. Students will explore the legal and ethical aspects of broadcast journalism and how media influences our society. Students will be responsible for the production of live events and the marketing of its live stream page using sound business practices as well as using cutting edge technology to complete productions.

Purpose of the Course: The purpose of this course is to produce a marketable broadcasting product for the school and community using sound journalism and production techniques.

Course Objectives:

1. The student will explore writing, reporting, interviewing, and organizational skills necessary to journalism.
2. The student will understand each technical component involved in producing a televised broadcast.
3. The student will learn communication skills for success in front of and behind the cameras.
4. The student will be able to write a story that answers who, what, where, when, why, and how.
5. The student will be able to use reporting and interviewing skills.
6. The student will be able to operate each piece of equipment in the studio proficiently.
7. The student will be able to edit video using computer editing software.
8. The student will explore and implement a marketing plan.
9. The student will be able to work as a responsible member of a team.

Grading Overview

Team Participation

- Students will attend and participate in one event broadcast each week. They will serve as either producer, commentator, camera operator, logging statistician, or package editor.

Instructional Time

- Students will attend weekly meeting at lunch on Thursdays and participate in strategy and skill development.

Business/Marketing

- Students will engage in class marketing strategies from a menu of options:

Possible activities:

- Selling subscriptions at events (5 times)
- Procuring and producing an advertising spot (1 per term)
- Procuring an advertising sponsor (2 per term)
- Launch a marketing program on Social Media (weekly posts/1 ad spot produced)