

Broadcast Journalism Standards

Standard 1

MEDIA AND SOCIETY

Students practice the role of broadcast journalism in a high school setting. Students will recognize and apply legal and ethical standards as they relate to the issues associated with high school broadcast production.

History

1.1 Understand importance of school history and tradition as it relates to current coverage of school news.

1.2 Analyze student media's role in the total school curricular/extracurricular programs.

Law

1.3 Apply knowledge of First Amendment Law to issues covered by student broadcasts.

Ethics

1.4 Apply standards of fairness, objectivity, and honesty in all broadcast coverage.

1.5 Analyze/critique ethics of specific journalistic practices as they apply to broadcast

Standard 2

MEDIA ANALYSIS

Students analyze role of broadcast media both professionally and in a high school setting and plan coverage for high school broadcast accordingly.

Communication Process

2.1 Evaluate communication coverage in school and local community.

2.2 Plan coverage for high school broadcast based on most appropriate medium to present specific message.

Fact/Opinion, Persuasion, Balance

2.3 Analyze and evaluate broadcast media for objective/subjective coverage.

2.4 Analyze and evaluate student media for objective/subjective coverage as students produce their own media.

Standard 3

WRITING: WRITING PROCESS / EVALUATION

Students write for broadcast. Students demonstrate a command of standard English, the writing process, and broadcast journalistic style.

Grammar and Mechanics of Writing

3.1 Demonstrate control of grammar, diction, sentence and paragraph structure, consistent use of verb tenses, and an understanding of English usage.

3.2 Produce writing that shows accurate spelling and correct punctuation and capitalization.

Research Methods

3.3 Develop interviewing techniques appropriate and effective for obtaining information and presenting it effectively.

3.4 Incorporate a variety of credible research methods including personal interviews, text and credible electronic resources to gather information.

Editing, Revision

3.5 Evaluate writing with suggestions for improving organization, tone, style, clarity, and focus.

3.6 Revise, edit, and proofread. Apply conventional editing marks to proofread copy. Use a style manual to assure consistency.

Writing style

3.7 Write objective articles (news, features, and/or sports stories) that:

- *use a variety of creative leads

- *organize material to adequately inform reader

3.8 Write introductions, closings, and transitions to link news and feature stories that:

- *organize material to adequately inform reader

- *cite attribution for sources of information

- *are adequately researched

- *use a variety of creative leads to entertain or interest the viewer

Standard 4

SPEAKING SKILLS / STRATEGIES / APPLICATIONS

Students deliver polished formal and extemporaneous presentations that combine traditional speech strategies. They use gestures, tone, and vocabulary appropriate to the audience and purpose. Students use the same Standard English convention for oral speech that they use in their writing.

Organization and Delivery

4.1 Use appropriate rehearsal strategies to pay attention to performance details, achieve command of the text, and create skillful delivery.

4.2 Use effective and interesting language, including informal expressions for effect, Standard English for clarity, and technical language for specificity.

4.3 Use appropriate gestures, movement, vocalization, including dialect, pronunciation, and enunciation.

Speaking Applications

4.4 Deliver news/feature stories that emphasize key words and thoughts.

4.5 Provide tone and facial expressions appropriate to the material.

Standard 5

MEDIA DESIGN PRINCIPLES / APPLICATIONS

Students explore use of design elements, principles, and visual concepts in broadcast news productions through hands-on experience.

5.1 Follow established design principles to enhance visual appeal of video news or feature productions.

5.2 Incorporate photography and/or videography to produce video news or

feature productions.

5.3 Incorporate graphic tools such as photography or art to enhance consumer understanding and appeal.

5.4 Produce news or feature video segments for broadcast.

Standard 6

MEDIA TECHNOLOGY

Students learn to use equipment necessary to produce a student broadcast.

6.1 Use equipment that can produce and edit video for viewing.

6.2 Operate school's specific system for transmitting completed video production.

Standard 7

MEDIA LEADERSHIP AND MANAGEMENT

Students will learn interpersonal communications, business techniques and leadership skills to manage media projects.

7.1 Incorporate business practices used in journalistic productions to produce a school broadcast.

7.2 Establish an efficient student staff that produces a school broadcast.

7.3 Evaluate the integration or "convergence" of other school media forms to effectively inform the entire student population.

7.4 Devise and execute a plan to finance and maximize broadcast circulation/coverage.