



ADVANCED BROADCAST JOUR. SYLLABUS 2014-15

Donielle Lewis

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REQUIRED MATERIALS

Notebook and pen OR
approved digital device for
note-taking

"Computer Only" status
(minimum) or "Full Access"
(maximum) status on
Digital Citizenship Parent
Consent Checklist¹

Students will develop expertise to:

- Become critical viewers, consumers and producers of media by accessing, analyzing, evaluating and producing communication in a variety of forms.
- Understand broadcast media development, law and responsibility to cover subjects of interest and importance to the target audience.
- Understand the evolution of broadcast journalism, including the pioneers and pioneering technologies, understand the ethics of production and the impact of broadcast journalism on society.
- Understand how broadcasts are created, including the parts and roles in a newsroom and the methods of dissemination.

- Understand the economics of broadcasting, including advertising and public funds.
- Understand how to apply Associated Press style to writing broadcast copy, and how to produce newscasts, interviews and public service announcements.
- Advanced Broadcast Journalism students are solely responsible for writing, filming, editing and disseminating the twice-weekly newscast for 'BuffTV', the news source of Marshall High School. With their high visibility on campus, they are expected to behave above reproach and convey leadership and professionalism at all times. Advanced Broadcast students who do not meet these expectations can be relieved of their duties and placed elsewhere.
- Students are responsible for a twice-weekly product that is consumed by fellow students and the entire Marshall HS community. Producing a quality newscast is a sizable responsibility and each student is expected to dedicate themselves to quality on deadline.

Participation: Active participation is mandatory to success in this class, and students are expected to be attentive and engaged. Active participation is measured by attendance, punctuality, preparation, contributions and cooperation, and **turning in projects by deadline is paramount.**

Many opportunities will be presented during class to study broadcast journalism, brainstorm and research story ideas, edit videos and produce projects. However, **time outside of class is imperative to be successful.**

¹ Page 84 of the FBISD Parent/Student handbook

Academic Dishonesty and Plagiarism: Academic dishonesty will not be tolerated. Students are required to submit their own work. Any student caught plagiarizing photos, quotations, headlines or captions from outside sources or will receive a grade of 0 for that assignment.

Confidentiality and Social Media: Information created by 'BuffTV', staff is the property of 'Marshall High School' and shall not be disseminated without 'Ms. Lewis's' approval. Students cannot shoot material and post it online or send it to a friend without permission. Students should also be responsible with social media and not denigrate or otherwise disparage 'Marshall High School, 'BuffTV', the class or any individual classmate on any social networking system or public web presence, including Facebook, Twitter, Tumblr, Instagram or a blog.

Media Passes: Passes are issued to staff as a privilege and students should only use them to gain access to events that they are assigned to cover as a 'BuffTV', staffer. Students should not share media passes with anyone. Misused media passes will be revoked by 'Ms. Lewis' and the student shall receive a 0 for that assignment.

Technology Usage: Students are expected to be responsible for school-owned equipment that may be used in this class including digital cameras, lenses, batteries, scanners, camera bags, video cameras, microphones, tripods, lighting, computers (desk top and laptop), and software. Digital cameras are valued at more than \$1,000; lenses are valued at \$450-\$1,000; video cameras are valued at \$2,200; laptops are valued at \$1,400-\$2,700. Camera and computer repairs start at \$300, minimum. Insurance is not provided to cover any of these costs; students are completely financially responsible for journalism equipment.

Students will be required to pay for lost, stolen or damaged equipment while it is in their care.

The signature portion below must be detached and returned to Ms. Lewis by Friday , Sept. 4, 2015.

Student/Parent Agreement

I have read and understand the guidelines and expectations for Advanced Broadcast Journalism. I understand that plagiarism will result in a 0 for the assignment and that I am financially responsible for all equipment while it is in my care. I also understand that horseplay or other inappropriate behavior while shooting photos may result in a 0 for that assignment.

Student name (print)	Class period
Student signature	Date
Parent signature	Date