

Subject Adv. Broadcast Journalism	Calendar: Weeks 1 st six weeks	Timeframe: Wks. 1-6	Level/Grade: 10-12
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Unit Name

Unit Objectives: History of Radio and TV Broadcast

TSW

- 1)Radio Development
- 2)Television Development
- 3)Newswriting
- 4)
- 5)
- 6)
- 7)

LESSON:

- 1) Radio and television timeline
- 2)writing for the news

Activity Type: Report on different decades News pkg. assignment	TEKS: 1)1A,B,D
Materials: power point , film	

SE Modifications:	Resources:	T1A TEKS:
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GT Modifications:	Evaluation Methods: rubric
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Subject Adv. Broadcast Journalism	Calendar: Weeks 2 nd 6 wks	Timeframe:	Level/Grade: 10-12
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Unit Name

Unit Objectives: Careers in Media

TSW

- 1) Career paths
- 2) Power of Television
- 3)
- 4)
- 5)
- 6)
- 7)

LESSON:

- 1) Careers
- 2) Presidential ads

Activity Type: Career Investigation Campaign scripts (persuasive)	TEKS: 1) 1E, 1F, 2A
Materials: Internet access	

SE Modifications:	Resources:	T1A TEKS:
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GT Modifications:	Evaluation Methods: Essay quiz
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Subject Adv. Broadcast Journalism	Calendar: Weeks 3 rd six weeks	Timeframe:	Level/Grade: 10-12
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Unit Name

Unit Objectives: Camera Movement/Storyboards

TSW

- 1)Pan
- 2)arc
- 3)tilt
- 4) dolly
- 5)zoom
- 6)
- 7)

LESSON:

- 1) Camera movements
- 2) Advertising costs, Forms, and Appeals

Activity Type: Camera Movements Practicum 30 second commercial	TEKS: 1)2C, 2D
Materials: Camera equipment	

SE Modifications:	Resources:	T1A TEKS:
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GT Modifications:	Evaluation Methods: rubric
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Subject Adv. Broadcast Journalism	Calendar: Weeks 4 th six weeks	Timeframe:	Level/Grade: 10-12
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Unit Name

Unit Objectives: Camera Shots & Picture Composition

TSW

- 1)Types of shots
- 2)Nuances
- 3)Subject Positioning
- 4) Camera Perspectives
- 5)
- 6)
- 7)

LESSON:

- 1) Shots
- 2)Composition

Activity Type: Video Autobiography	TEKS: 1)2B,2D
Materials: n/a	

SE Modifications:	Resources:	T1A TEKS:
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GT Modifications:	Evaluation Methods: rubric
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Subject Adv. Broadcast Journalism	Calendar: Weeks 5th 6 wks	Timeframe:	Level/Grade: 10-12
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Unit Name

Unit Objectives: Planning and Production

TSW

1)

- 2) Identify different types of music videos
- Use imagery to communicate an idea to an audience
- Prepare storyboards for a music video
- Find taping locations and get permission to use the locations
- Prepare, format, and mark scripts according to an established format

- 3) Use imagery to communicate an idea to an audience
- Utilizes storyboards prepared for a music video
- Utilize a script
- Communicate to the talent and the crew the desired message of a music video
- Communicate ideas using a television camera
- Use editing to communicate ideas and manipulate time
- Use and respond to terminology used by television production crew
- Work effectively as members of a television crew
- Give commands/instructions to talent and crew
- Operate television equipment as part of a production crew/team
- Evaluate the performance of team members
- Demonstrate interpersonal skills that enable them to work effectively with other members of the television production team
- Perform as a director for a television production

4)

5)

6)

7)

LESSON:

1) Pre-production

2) Production/Postproduction

Activity Type: Music Video	TEKS: 1) 1F,2D
Materials: power point,	

storyboard,cdpalyer,camera n/a	
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SE Modifications:	Resources:	T1A TEKS:
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GT Modifications:	Evaluation Methods: rubric
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Subject Adv. Broadcast Journalism	Calendar: Weeks 6th 6 wks	Timeframe:	Level/Grade: 10-12
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Unit Name

Unit Objectives: Production

- TSWDefine the television program format of "Talk Show".
- Determine the main purposes of a television Talk Show.
- Describe television's most enduring format.
- State at least two (2) reasons why there are so many Talk Shows on TV today.
- Discuss Talk Show categories and List at least five (5) different categories, or types, of Talk Shows.
- Explain how Talk Shows began.
- Identify the first television Talk Show and when it first aired.
- Develop a list of appropriate potential topics for a student produced Talk Show.

- 1) Describe Talk Show Pre-Production process
 - Develop a Show Production Folder
 - Document pre-production planning
 - Define individual production crew responsibilities
 - Develop each segment of the Talk Show production
 - Select a Talk Show Production Date

- 2) Describe the importance of show promotion and public relations in television broadcasting, and the film industry
 - Write a short publicity article for the local newspaper
 - Develop and assemble a show promotional package for distribution to show guests, and/or the media
 - Form a class "nominating committee" to cast ballots for top Talk Show Productions
 - Evaluate productions according to set criteria

LESSON:

- 1) Talk show history and purpose
- 2) Preproduction planning
- 3) Show promotion and distribution

Activity Type: Talk Show	TEKS: 1)1F, 2D
Materials: n/a power point, handouts, cameras	

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SE Modifications:	Resources:	T1A TEKS:
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GT Modifications:	Evaluation Methods: rubric
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