

Grade: 9-12
 Course: Broadcast Journalism
 Year: 2021-2022



Suggested Pacing	Content Standards What must students know and be able to do?	Learning and Performance Expectations	Assessment of Learning Options How will we know if they learned this skill?	Learning Resources Options What will we do if they didn't, and what if they did?	Connection to Vision of a Lakewood Graduate
3 weeks (QTR 1)	<p>CCSS.ELA-LITERACY.W.9-10.4 Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.</p> <p>CCSS.ELA-LITERACY.RI.9-10.7 Analyze various accounts of a subject told in different mediums</p> <p>CCSS.ELA-LITERACY.SL.9-10.1 Initiate and participate effectively in a range of collaborative discussions</p> <p>CCSS.ELA-LITERACY.RI.9-10.4 Determine the meaning of words and phrases as they are used in a text, including figurative, connotative, and technical meanings</p>	<ol style="list-style-type: none"> 1. Collect, read, & synthesize research/text information about Broadcasting industry, read critically, and practice technical aspects of productions 2. Understand & Remember industry vocabulary 3. Learn about and practice executing major aspects of broadcast production <p><u>Possible Topics</u> -Introduction to Broadcast Journalism -Industry Vocabulary -Introduction to Camera Functions & Editing Software</p>	<p><u>Formative</u> -Reading Comprehension Activities -Industry Jargon (Vocabulary Activities) -Hands on practice with video/technical resources -Group Discussions, Activities</p> <p><u>Summative</u> -Unit Test -Group Projects</p>	<p>-Lessons and practice will be scaffolded - time for continued practice provided - rubrics to help illustrate mastery or execution of tasks -opportunities to re-teach and try differentiated approaches, as needed.</p> <p><u>Resources</u> -(ASB) Academy of Scholastic Broadcasting -(JEA) Journalism Education Association -Provided</p>	<p>-Critical & Creative Thinking -Communication -Collaboration</p>

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				<p>Texts/Vocabulary</p> <p>-Tutorial Videos and access to tech equipment/ Doug Bunsey (Lakewood High School)</p>	
<p>4 weeks (QTR 1)</p>	<p>CCSS.ELA-LITERACY.RI.9-10.4 Determine the meaning of words and phrases as they are used in a text, including figurative, connotative, and technical meanings</p> <p>CCSS.ELA-LITERACY.W.9-10.4 Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.</p> <p>CCSS.ELA-LITERACY.W.9-10.5 Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience.</p> <p>CCSS.ELA-LITERACY.W.9-10.6 Use technology, including the Internet, to produce, publish, and update individual or shared writing products, taking advantage of technology's capacity to link to other information and to display information flexibly and dynamically.</p>	<ol style="list-style-type: none"> 1. Research and evaluate information as it pertains to a potential broadcasting segment (Industry format and shorthand) 2. Write and revise interview questions and broadcast scripts (review and write samples) 3. Practice On Camera Interview Techniques (Application) 4. Practice Video/Editing Techniques (Soundbites, Voice Overs, etc) (Application) <p><u>Possible Topics</u></p> <ul style="list-style-type: none"> -Script Writing & Editing -Interview Writing, Editing, and Execution Techniques -VoiceOver- Sound Bites, etc -B-Roll. <p>PBL Approach</p>	<p><u>Formative</u></p> <ul style="list-style-type: none"> -Class practice; student questions -Class Discussion/Peer Review sessions -Google Form assessments/ feedback <p><u>Summative</u></p> <ul style="list-style-type: none"> -Script Writing Assessment Activity (2) -Group Project with videowork, voice overs, sound bites 	<p>**Same as Previous Section</p>	<ul style="list-style-type: none"> -Critical & Creative Thinking -Communication -Collaboration -Growth Mindset

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	CCSS.ELA-LITERACY.SL.9-10.1 Initiate and participate effectively in a range of collaborative discussions				
2-3 weeks (End QTR 1-Start QTR 2)	CCSS.ELA-LITERACY.W.9-10.6 Use technology, including the Internet, to produce, publish, and update individual or shared writing products, taking advantage of technology's capacity to link to other information and to display information flexibly and dynamically. CCSS.ELA-LITERACY.W.9-10.4 Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.	<ol style="list-style-type: none"> 1. Demonstrate competency in on-camera aspects of productions 2. Demonstrate competency in writing/producing broadcasts <p><u>Possible Topics</u> Feature Story Package Interview Packages On Camera techniques, development PBL Approach</p>	<p><u>Formative</u> -Observing & Interacting with student groups -Student Questions -Student Work Logs</p> <p><u>Summative</u> Package Projects Video Assessments</p>	ASB-Academy of Scholastic Broadcasting Youtube/Schooltube videos Doug Bunsey (Lakewood High School)	-Critical & Creative Thinking -Communication -Collaboration
QTR 2 1 Week	CCSS.ELA-LITERACY.RI.9-10.1 Cite strong and thorough textual evidence to support analysis of what the text says explicitly as well as inferences drawn from the text. CCSS.ELA-LITERACY.RI.9-10.7 Analyze various accounts of a subject told in different mediums CCSS.ELA-LITERACY.SL.9-10.1	<ol style="list-style-type: none"> 1. Interpret/Analyze video footage and use appropriate technology for selective editing (storytelling). 2. Collect research, view critically, and practice technical aspects of productions 	<p><u>Formative</u> -Evaluation Activities -Student Discussions/Questions</p> <p><u>Summative</u> -Video Footage Evaluation Assessment Activity</p>	Online resources/News segments Provided Texts Doug Bunsey	-Critical & Creative Thinking -Communication -Collaboration

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	Initiate and participate effectively in a range of collaborative discussions				
1-2 Week	<p>CCSS.ELA-LITERACY.RI.9-10.2 Determine a central idea of a text and analyze its development over the course of the text, including how it emerges and is shaped and refined by specific details; provide an objective summary of the text.</p>	<ol style="list-style-type: none"> 1. Researching and Evaluating Broadcast News Ethics 2. Identify & Analyze Ethical Situations and Journalistic Integrity 3. Become Citizen Journalist (Adapted from Don Goble) <p><u>Possible Topics</u> Readings & Video Resources for Broadcast Ethics Class/Group Discussions Evaluation tasks Citizen Journalist activities</p>	<p><u>Formative</u> -Class Activities/discussion -Student Questions</p> <p><u>Summative</u> -Written Assessment on Ethics and Citizen Journalist Topic</p>	<p>Online resources/News segments</p> <p>Provided Texts</p>	<p>-Critical & Creative Thinking</p> <p>-Communication</p> <p>-Collaboration</p> <p>-Empathy</p> <p>-Global Awareness</p>
1 Week	<p>CCSS.ELA-LITERACY.RI.9-10.1 Cite strong and thorough textual evidence to support analysis of what the text says explicitly as well as inferences drawn from the text.</p> <p>CCSS.ELA-LITERACY.RI.9-10.7 Analyze various accounts of a subject told in different mediums</p> <p>CCSS.ELA-LITERACY.SL.9-10.1 Initiate and participate effectively in a range of collaborative discussions</p>	<ol style="list-style-type: none"> 1. Explore Video App Platforms (Youtube, Schooltube, etc) 2. Evaluate Live vs. Pre-recorded Options 3. Practice with platforms 4. Continued practice with video editing <p><u>Possible Topics</u> Videos and Evaluation Rubrics Class/Group Discussions More Tech Tools- Goble</p>	<p><u>Formative</u> -Class Activities -Feedback/Evaluation Forms -Student practice with video editing</p> <p><u>Summative</u> -Class Review and Establishing Platform</p>	<p>https://www.dongoble.com/broadcast-curriculum.html</p> <p>Doug Bunsey</p>	<p>-Critical & Creative Thinking</p> <p>-Communication</p> <p>-Collaboration</p>
2-6 Weeks (Possible: Last 2 weeks of the QTR-begin school announcements)	<p>CCSS.ELA-LITERACY.RI.9-10.7 Analyze various accounts of a subject told in different mediums</p> <p>CCSS.ELA-LITERACY.SL.9-10.1</p>	<ol style="list-style-type: none"> 1. Write and Produce News Packages, Team Roles 2. Create/Design School announcements platform and schedule 3. Goal- By End of 2nd Quarter Start with 	<p><u>Formative</u> -Class Activities/discussion -Student Questions</p> <p><u>Summative</u> Announcements,</p>		<p>-Critical & Creative Thinking</p> <p>-Communication</p> <p>-Collaboration</p>

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	Initiate and participate effectively in a range of collaborative discussions	School Announcements (2-3 times per week) Possible Visit (CLE local news program--CH 5, Fox, etc)	Projects		
QTR 3 2 Weeks	<p>CCSS.ELA-LITERACY.RI.9-10.7 Analyze various accounts of a subject told in different mediums</p> <p>CCSS.ELA-LITERACY.SL.9-10.1 Initiate and participate effectively in a range of collaborative discussions</p>	<ol style="list-style-type: none"> 1. Write and Produce School Announcements (2-3 times per week) Ongoing 2. Watch, Review & Evaluate LHS Announcements, Review other school news outlets, Compare/Contrast/Make Necessary Changes 3. Improve announcement experience 4. Determine potential and uses of Schooltube or Youtube channel 	<p><u>Formative</u> -Class Activities/discussion -Student Questions -Review Sheets/Rubrics</p> <p><u>Summative</u> Announcements, Projects</p>	<p>ASB JEA Youtube/ Schooltube</p>	<p>-Critical & Creative Thinking -Communication -Collaboration</p>
2-3 Weeks	<p>CCSS.ELA-LITERACY.RI.9-10.1 Cite strong and thorough textual evidence to support analysis of what the text says explicitly as well as inferences drawn from the text.</p> <p>CCSS.ELA-LITERACY.RI.9-10.2 Determine a central idea of a text and analyze its development over the course of the text, including how it emerges and is shaped and refined by specific details; provide an objective summary of the text.</p> <p><u>CCSS.ELA-LITERACY.SL.9-10.5</u> Make strategic use of digital media</p>	<ol style="list-style-type: none"> 1. Read, Understand & Process informational text: Broadcast Features 2. Read, Understand & Process Informational text: Sports Broadcasting 3. Evaluate & Synthesize information 4. Further Develop Interview skills 5. View & Interpret appropriate resources (footage, editing technology, etc) <p><u>Possible Topics & Tech</u> On Air Tips & Tricks Reading/Evaluating Feature Packages Reading/Evaluating Sports Packages</p>	<p><u>Formative</u> -Reading comprehension questions -Quizzes -Class notes -Class discussion and questions -Practice with tech equipment and platforms</p> <p><u>Summative</u> News Packages-Scripts, Video Interviews Video Editing Projects</p>	<p>https://www.dongoble.com/broadcast-curriculum.html</p> <p><i>Journalism Today (text)</i></p>	<p>-Critical & Creative Thinking -Communication -Collaboration</p>

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	CCSS.ELA-LITERACY.W.9-10.6 Use technology, including the Internet, to produce, publish, and update individual or shared writing products,	More editing practice			
2-4 Weeks	CCSS.ELA-LITERACY.W.9-10.6 Use technology, including the Internet, to produce, publish, and update individual or shared writing products, taking advantage of technology's capacity to link to other information and to display information flexibly and dynamically. CCSS.ELA-LITERACY.W.9-10.4 Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience. CCSS.ELA-LITERACY.SL.9-10.1 Initiate and participate effectively in a range of collaborative discussions	<ol style="list-style-type: none"> 1. Create---Practice/Implementation of feature segments 2. Create---Practice/Implementation sports coverage 3. Continue application of Interviews- Student/Teacher Spotlights, Community members 4. Practice more filming, editing practice 5. Produce/Create LHS Announcements <p><u>Possible Topics</u> Projects- preparing and executing feature segments Projects- Sports coverage Projects - Interviewing Video tutorials More Tech Tools- Goble</p> <p>(PBL format- student groups working to complete projects by certain deadlines)</p>	<p><u>Formative</u> -Reading comprehension questions -Quizzes -Class notes -Class discussion and questions -Practice with tech equipment and platforms</p> <p><u>Summative</u> News Packages (Features/Sports/Interviews) Video Editing Projects LHS Announcements</p>	ASB JEA Youtube/ Schooltube	-Critical & Creative Thinking -Communication -Collaboration
QTR 4 2-3 Weeks	CCSS.ELA-LITERACY.W.9-10.6 Use technology, including the Internet, to produce, publish, and update individual or shared writing products, taking advantage of technology's capacity to link to other information and	<ol style="list-style-type: none"> 1. Produce/Create LHS Announcements -writing & editing scripts, producing announcements 2. Projects: Imovie production, music videos, sports montages (options and 	<p><u>Formative</u> -Ongoing notes/reflection on LHS Announcements -Google Forms -Class Discussions and Improvements</p>	https://www.dongoble.com/broadcast-curriculum.html Project Based Learning	-Critical & Creative Thinking -Communication -Collaboration

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	<p>to display information flexibly and dynamically.</p> <p>CCSS.ELA-LITERACY.W.9-10.4 Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.</p> <p>CCSS.ELA-LITERACY.SL.9-10.1 Initiate and participate effectively in a range of collaborative discussions</p>	<p>explore)</p>	<p><u>Summative</u> -PBL Imovie, music video, sports montage options</p> <p>-Reflection on process with Broadcasting</p>	<p>Resources</p>	
<p>2-3 Weeks</p>	<p>CCSS.ELA-LITERACY.SL.9-10.1 Initiate and participate effectively in a range of collaborative discussions</p>	<ol style="list-style-type: none"> Evaluate idea of branding the school Broadcasting Channel, Group, etc Review, Understand and Evaluate our productions; discuss our collective/individual strengths and areas in need of improvement Incorporate Guest Speaker(s), if possible (people involved with local media broadcast) 	<p><u>Formative</u> -Class Discussions, creation of Brand -Questions for potential Guest Speakers/Career Options</p> <p><u>Summative</u> Branding decision and final product ideas to enhance exposure to news crew/channel, etc.</p>	<p>ASB JEA Youtube/ Schooltube</p>	<p>-Critical & Creative Thinking -Communication -Collaboration -Empathy</p>
<p>4-5 Weeks END of Year)</p>	<p>CCSS.ELA-LITERACY.SL.9-10.3 Evaluate a speaker's point of view, reasoning, and use of evidence and rhetoric, identifying any fallacious reasoning or exaggerated or distorted evidence.</p> <p>CCSS.ELA-LITERACY.SL.9-10.5 Make strategic use of digital media</p> <p><u>CCSS.ELA-LITERACY.SL.9-10.1</u> Initiate and participate effectively in a range of collaborative discussions</p>	<ol style="list-style-type: none"> Produce LHS Announcements Research potential post-secondary schooling and careers in Broadcast Journalism Create and publish video montage of school year events (feature segment) Design and produce final projects (video yearbooks (feature news packages), maybe by grade level) 	<p><u>Formative</u> -Ongoing notes/reflection on LHS Announcements -Google Forms -Class Discussions and Improvements -Questions for potential Guest Speakers/Career Options -Ideas and outlines for final projects</p> <p><u>Summative</u></p>	<p>ASB JEA Youtube/ Schooltube</p>	<p>-Critical & Creative Thinking -Communication -Collaboration</p>

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	<p>CCSS.ELA-LITERACY.W.9-10.4 Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.</p>		<p>-Research presentation about Broadcasting post-secondary schooling and career options</p>		