



**\*\*Semester 1: Broadcasting - The Pulp\*\***

Timeline	Unit/theme	Standard	Student Focused Objective	Resources/ Suggested Activities
August 2nd - August 6th	History & Culture	<p><b>1. Describe the positive and negative impacts of radio, television, Internet, and social media platforms on families and communities.</b></p> <p><b>2. Compare and contrast recent technological developments in broadcast production and predict how ongoing technical improvements will impact the future of broadcast communications.</b></p>	<p>Students will be able to understand the development and impact of broadcasting from its inception to the present day, recognizing key milestones, technologies, and figures in the field.</p> <p>Students will be able to identify milestones in the development of broadcasting, which will give them an indication of how developing technology will change the industry.</p>	<p>Media Resources: WBRC-TV, WVTV-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>

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<p>August 7th - 9th</p>	<p>Broadcasting Careers</p>	<p><b>Explore the range of careers available in the field and investigate their educational requirements and demonstrate job-seeking skills including resume-writing and interviewing.</b></p>	<p>Students will be able to identify the different roles and responsibilities of available jobs in broadcasting.</p>	<p>Media Resources:            WBRC-TV, WVTV-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson.</p> <p>Online Resources:            Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
<p>August 10th - December 20th</p>	<p>Production</p>	<p><b>1. Write a television script using industry-standard format and correct grammar.            2. Perform on-camera, using clear speech, correct diction, eye contact, gestures,</b></p>	<p>Using journalistic standards, students will be able to produce, write, record, and edit a school newscast that will be played to the student body.</p>	<p>Media Resources:            WBRC-TV, WVTV-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E.</p>

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		<p>posture, and appearance.</p> <p><b>3. Capture and edit content with audio and video-editing software.</b></p> <p><b>4. Develop and present a short broadcast story in front of a camera and a microphone, exhibiting professional demeanor.</b></p> <p><b>5. Construct a conceptual online version of a story to achieve objectives for a given scenario within a given time constraint.</b></p>		<p>Hanson.</p> <p>Online Resources:            Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
<p>August 13th - September 20th</p>	<p>Basic Camera Operations</p>	<p><b>1. Identify and explain each component of the camera. Examples: lens, focus zoom</b></p>	<p>Students will be able to identify and explain the function of each component of the camera.</p>	<p>Media Resources:            WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p>

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		<p><b>control, tilt, pan.</b>  <b>2.Demonstrate and explain the rationale for video camera setup, movement and operations.</b>  <b>Examples: proper handling, care, transport, and storage techniques for cameras, power sources, tripods, and accessories.</b>  <b>3.Demonstrate the types of angles and camera movement used in shooting video. Examples: low angle, high angle, Dutch angle, eye shot, overhead, shoulder, closeup, following a moving subject while keeping the subject properly framed.</b></p>	<p>Students will be able to set up and break down cameras and other equipment, properly storing them in a way that protects the equipment from damage.</p> <p>Students will be able to record a subject using a variety of different camera angles.</p>	<p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson.</p> <p>Online Resources:  Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
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<p>August 26th - October 25th</p>	<p>Lighting</p>	<p><b>Demonstrate studio and general lighting for television production, including back, key, fill, natural light, three-point lighting, and camera lighting functions.</b></p>	<p>Students will be able to understand the basics of lighting in broadcast production using different types of lighting equipment and utilizing the three-point lighting setup.</p>	<p>Media Resources:            WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson.</p> <p>Online Resources:            Studiobinder.com, Learn Online Videos (YouTube Channel)</p>