

# Broadcast Journalism

THIS PROGRAM does not meet Maryland State CTE Requirements as a program completer but does meet the IB Career-related Programme Requirements

**Overview:** According to IBIS World Report, the third fastest growing industry in 2019 is Internet Publishing and Broadcasting. This is often not taught at high school but is a skillset that is heavily sought after. This two-year career study program will prepare students to enter this field right after high school or give them a foundation to continue their studies in college.

**Potential Careers:** Broadcast Journalist, Broadcast Engineer, Social Media Director, Newscast Director, Small Video Production Business Owner, Media Technician, Voice Over Artist, Field Producer, News Researcher, News Anchor, Digital Content Creator, Producer, Copywriter, and many more.

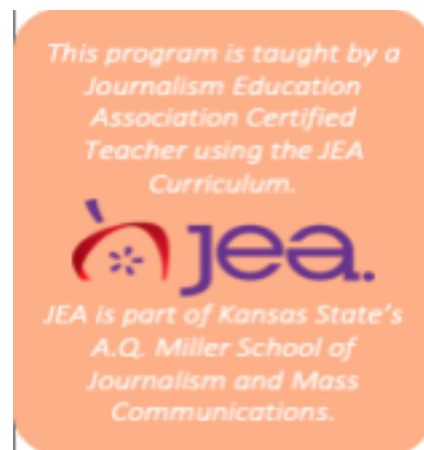
**Edge Up:** Most small businesses cannot afford to have a full time Social Media Manager or Digital Content Creator. By having these skills, students will be more desirable because they can help design a video to advertise the business they are working for – whether that be their family’s construction business or the local animal shelter- even though it is not their full time job.

**Keys Concepts for Broadcast Journalism 1:** Running a Daily School Studio, Equipment Management, Basic Shooting Video and Audio, Basic Editing Video and Audio, Writing and Narration, Reporting, Camera Presence

**Key Concepts for Broadcast Journalism 2:** Running a Video Production Business, Producing a Broadcast Journalism Show, Producing Local Business/Non-Profit Promotional and Informational Videos

**Topics Covered:** Reporting, Interviewing, Writing, Storytelling and Narration, Shooting Video, Recording Audio, Backpack Journalism, Editing Video, Editing Audio, Producing Original Pieces and a Cohesive Show, Camera Presence, Ethics, Copyright and Fair Use, Client Relations

*At the end of the program at Rockville High school, students will take the Adobe Premiere Certification Exam. Certification demonstrates to the marketplace that students are able to perform a job role using Adobe's leading creative solutions. They are recognized for their expertise with Adobe products and differentiate themselves from the crowd. This shows employers that students can create and edit videos using industry standards.*



**Students in this program will complete the IBCP Core**

- Personal and Professional Skills (critical thinking course)
- The Reflective Project (a research-based essay)
- Language Development Portfolio
- Service Learning Portfolio

**Students in the Program will complete at least two IB courses**

- |                              |   |
|------------------------------|---|
| ● Biology                    | ● Environmental Science                 |
| ● French                     | ● History                               |
| ● Spanish                    | ● Psychology                            |
| ● Visual Arts                | ● Math Applications and Interpretations |
| ● Computer Science ● Physics | ● Social Cultural Anthropology          |
| ● Chemistry                  | ● Math Analysis and Applications        |
| ● Theater                    | ● English Language and Literature       |

<b>Broadcast Media Recommended Class Sequence</b>				
	Option #1	Option #2	Option #3	Option #4
Freshman	Journalism 1	Digital Arts	Journalism 1	Journalism 1
Sophomore	Journalism 2	Yearbook 1	Yearbook 1	Digital Arts
Junior	<b><i>Broadcast Journalism 1</i></b>			
Senior	<b><i>Broadcast Journalism 2</i></b>			

**Sample Student Schedule**

<b>11th Grade</b>	<b>12th Grade</b>
IB class	IB class
<b><i>Broadcast Journalism 1</i></b>	IB class
Personal and Professional Skills A/B	<b><i>Broadcast Journalism 2</i></b>
English	Personal and Professional Skills C/D
Math	English
Science	Math
Social Studies	Elective

## College Programs to Continue Study of Broadcast Media Journalism

<b>University of Maryland:</b>	<b>American University:</b>
<p>Students participate in internships during the academic year at The Washington Post, The (Baltimore) Sun, CNN, and a wide array of Washington news bureaus. In the summer, students intern at top news organizations around the country. Broadcast news students produce and anchor a 30-minute nightly news show that reaches more than 400,000 households in suburban Washington on the College-operated UMTV station, and advanced</p>	<p>AU gives you that opportunity with organizations like American Television, the student-run television station that airs on TV and streams online. Journalism students can tailor their education and declare a concentration in broadcast. Although not required, this concentration allows students to hone in on the skills they need to become the next NBC anchor or executive producer.</p>

<p>students enroll in Capital News Service, an intensive reporting program in Washington, Annapolis and College Park.</p>	<p>Students take classes about how media shapes history and TV and video production.</p>
<b>New York University:</b>	<b>University of Missouri – Columbia:</b>
<p>NYU offers students the chance to minor in broadcast journalism. If students love traveling, they can take part in GlobalBeat, NYU’s reporting program for Masters. Students travel overseas to report on human rights, ethnicity, religion and international development. The Arthur L. Carter Journalism Institute and their Career Services Center provides students with all kinds of career support. They host a journalism career fair bringing big names like the Associated Press, CNN and the New York Times to recruit students.</p>	<p>The Missouri School of Journalism allows students to choose from six degree areas: Convergence Journalism, Magazine Journalism, Photojournalism, Print and Digital News, Radio-Television Journalism, and Strategic Communication. Journalism courses are taught according to the Missouri Method, which emphasizes learning through real-life experience. Students may contribute to the Columbia Missourian, an award-winning series of publications, or the Global Journalist, a multimedia newsroom. The New York Internship and Washington D.C. Internship allow students to gain hands-on journalistic experience over the course of a summer or semester.</p>
<b>Northwestern University:</b>	<b>Montgomery College:</b>
<p>The Northwestern News Network won a bronze Emmy for best newscast at the 36<sup>th</sup> Annual College Television Awards in 2014. The Medill School of Journalism, Media and Integrated Marketing Communications encourages students to see the big picture of broadcast journalism. While they learn the ins and outs of being on screen, students also immerse themselves in the behind-the-scenes of broadcast journalism. Through experiential learning, students can take part in the Medill Justice Project, the Knight Lab and the guest speaker lectures.</p>	<p>The Broadcast Journalism Certificate provides an intensive course of study focused on providing proficiency in broadcast journalism skills, techniques, and procedures. This concentrated approach can assist those persons seeking first-time employment with a television news organization, those planning to change careers to a news-based field, or those currently working in television production other than news who wish to upgrade or expand their skills.</p>