



Career-related
Programme

IBCP: Broadcast Journalism

Rockville High School

This program does NOT meet Maryland State Career and Technology Education 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.

Report. Produce. Broadcast. Your broadcast journalism journey starts here:

- **Learn by Doing** – Run the daily school studio, manage equipment, shoot and edit video and audio, and create original stories. Work with [PBS: Student Reporting Labs](#) and pitch, receive feedback, and submit pieces to Youth Media Producers.
- **Team Up for Success** – Collaborate with classmates to produce cohesive broadcasts and promotional videos for local businesses and non-profits. Run the home sports announcing program, covering home sporting events as announcers and producing sports highlight segments for our morning show.
- **Use Industry Tools** – Gain hands-on experience with professional video and audio equipment, editing software, and production workflows. Tour professional studios and meet professional journalists.
- **Explore Journalism Skills** – Develop reporting, interviewing, writing, storytelling, narration, camera presence, and ethical practices including copyright and fair use.
- **Show What You Know** – Produce original pieces, complete full shows, and take the Adobe Premiere Certification Exam to demonstrate professional-level skills in video production. Participate in nation-wide competitions like the [Capital Emmys](#) and [Student Television Network](#) Nationals.



Adobe Premiere Pro CC

This program is taught by Journalism Education Association Certified Teachers using the JEA Curriculum.

JEA is part of Kansas State's A.Q. Miller School of Journalism and Mass Communications. More information can be found here:

<https://jea.org/>



Broadcast Journalism Course Sequence

Freshman	Journalism 1 OR Yearbook 1 OR Digital Arts
Sophomore	Journalism 2 or Yearbook 2
Junior	Broadcast Journalism 1
Senior	Broadcast Journalism 2

Why choose Rockville High School? At Rockville High School, an International Baccalaureate (IB) World School, students push their limits with challenging academics, a welcoming and inclusive community, and endless opportunities to get involved.

- Located in Rockville, MD—home to leading biomedical and tech companies—RHS puts students at the heart of innovation.
- Our daily show is consistently ranked as a top program from the Student Television Network.
- We also are a partner school with the [University of Maryland's Povich Center Book Club](#) which allows our students to read a book written by a professional athlete and zoom with them.

Rockville High School gives students the skills, experiences, and confidence to succeed in college, careers, and beyond.

Additional IBCP Program Requirements:

- Students will complete the IBCP Core Components:
 - Personal and Professional Skills (critical thinking course)
 - The Reflective Project (a research-based essay on a career-based ethical issue)
 - Language and Cultural Studies
 - Community Engagement
- Students must also complete at least two IB courses
 - English Language and Literature
 - Spanish Language and Literature
 - French
 - Spanish
 - Environmental Systems and Society
 - Social Cultural Anthropology
 - Psychology
 - Biology
 - Chemistry
 - Computer Science
 - Physics
 - Math Analysis and Approaches
 - Math Applications and Interpretations
 - Visual Art

Sample IBCP Student Schedule

	11th Grade	12th Grade
Period One	IB Language and Literature	IB Language and Literature
Period Two	Broadcast Journalism 1	Broadcast Journalism 2
Period Three	IB Personal and Professional Skills	IB Personal and Professional Skills
Period Four	Math	Math
LUNCH		
Period Six	Honor Physics	IB ESS
Period Seven	AP Precalculus	AP Calculus AB
Period Eight	AP World History	IB Psychology

Prepare for College & Careers in STEM: Broadcast Journalism at Rockville High School gives students real-world production experience, industry-standard tools, and professional projects that build skills for college and future careers. Launch your future in media, communications, and digital storytelling!

Broadcast Journalism Careers

- Reporter | Producer | Anchor | Videographer | Editor | Writer | Director | Digital Media Content Creator

Related Careers

- Marketing | Public Relations | Digital Media | Communications

Skills for Any Career: Even if you don't pursue a career in media, Broadcast Journalism gives you a competitive edge. Hands-on projects build communication, teamwork, storytelling, and technical skills that employers value across every industry.

Questions? Please contact us!

Jason L. Greenberg
CTE Dept Chair, IB Career Programs Case Manager
jason_1_greenberg@mcpssmd.org

Jason Lomax
CTE Resource Teacher
jason_lomax@mcpssmd.org

Natasha L. Ezerski
IB Coordinator
natasha_1_ezerski@mcpssmd.org

Krista McKim
Broadcast Journalism Program Advisor
krista_1_mckim@mcpssmd.org