

**West Windsor-Plainsboro High Schools North and South**  
**Broadcast Writing**

Description:	Broadcast Writing is the prerequisite for all other broadcasting courses. The Language Arts elective is for students in grades nine through twelve. The major emphasis for instruction is the practical introduction to the field of communication. Units of study focus on writing and preparation for television and radio productions, as well as technical aspects of television and radio production. Mastery of the course (80% overall average and 80% score on licensing tests and final projects) will result in the issuance of a WWPH broadcasting license. The license is a prerequisite for all advanced level broadcasting courses. It is a school license, <u>not</u> an FCC license. The voluntary cost of the license is ten dollars, with proceeds going back into the program, including the high school radio station, WWPH, 107.9—FM. Students may use the license for the rest of their high school careers.
Textbook:	Multiple sources of information for television and radio are utilized, including handouts on video and audio production, technical journals, public broadcasting publications, newspapers, online sources, current references, etc. The basic radio texts are: <u>The Radio Station</u> , Focal Press, 1993 and <u>Fundamentals of Radio Broadcasting</u> , McGraw Hill, 1980.
Expectations for Students:	Students in Broadcast Writing are expected to be highly motivated and to have a genuine interest in the field of communication. Students are expected to acquire vocabulary and technical knowledge related to broadcasting; to operate and maintain television, radio and computer equipment; to maintain a notebook of class lectures, presentations, demonstrations, and assignments; to view media critically, identifying common characteristics of types of productions; to research and complete independent and group investigations and productions; to meet deadlines and observe rules of conduct related to public broadcasting; and to work cooperatively with the teacher, the class, and in small groups. The nature and time constraints inherent in a production and live performance course mandate that <b><u>deadlines are firm and represent the last possible day to receive credit. No projects or assignments will receive credit once a deadline has passed.</u></b> Students are required to behave appropriately at all times including use of <b>appropriate language and proper use of equipment.</b> Since an important part of the learning experience is the use of appropriate language and behavior, and proper care and use of all equipment, failure to do so may result in lower grades, disciplinary action, restitution, and in severe cases, removal from the course. Students will receive a required supply list at the beginning of the course, and will be expected to have supplies in class at all times.
Measurable Proficiencies:	To demonstrate proficiency in the content and skill areas of this course, the student will: <ol style="list-style-type: none"><li>1. demonstrate growth in broadcasting vocabulary and technical terminology;</li><li>2. demonstrate knowledge and skill with the use of equipment;</li><li>3. identify and apply the characteristics of various types of productions by creating and producing original video and radio shows and productions.</li><li>4. watch and review "old time" and current radio and television productions;</li><li>5. list and explain current regulations related to public broadcasting;</li><li>6. identify and explain federal controls related to broadcasting;</li><li>7. contribute to class discussions, activities, and projects;</li><li>8. score 80% on all licensing tests and performance assessments.</li></ol>