

| WATERTOWN HIGH SCHOOL |

## Advanced Radio & Television Broadcasting

### Capstone

Digital Media & Communications

Instructor: Mr. Todd Robbins

| WATERTOWN, MA |



<b>Classroom:</b>	WCA-TV Editing Lab & Studios
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<b>Office:</b>	WCA-TV Edit Suite B
<b>Extra Help:</b>	<p>I am available on the following days, or by <i>scheduled appointment</i>:</p> <p><b>Monday(s) &amp; Wednesday(s): 8:00AM-8:30AM</b></p> <p>It is my hope that all of you will come to my extra help sessions after school to discuss topics, projects, other concerns or practice skills. What happens in the formal classroom setting should be dedicated to the exploration of the content. Email works very well to get in touch with me and is a very efficient communication tool for brief questions. In the cases where your questions require lengthy responses or some discussion, it is best to come see me.</p>
<b>Course Description:</b>	<p>Students looking to expand their experience in Radio and/or Television can propose a student driven and independently directed pursuit within the digital media program. Students will gain valuable "on the job" work experience managing a multifaceted long term broadcast project, taking responsibility for creating programming that is of the highest quality, substantial in nature, and compelling to viewers of WCA-TV. You will receive helpful feedback from your instructor that will help you grow as a journalist. Students also have the opportunity to focus on exploring the management and development of the WHS on WCA-TV brand. Students also have the option to choose a technical focus and may elect to pursue a certification in Adobe Premiere. Students completing this curriculum will be well-equipped with a portfolio of skills and finished projects to pursue digital media and communications at a two-year or four-year college or university.</p>
<b>Course Objectives:</b>	<p>Students will develop &amp; conceptualize multiple radio and/or television broadcasts, productions, or projects. Students will hone research skills and conduct research to found their productions. Students will take ownership by developing a plan, pitching it for approval, and time managing it through to final production with indirect day-to-day oversight from the instructor. Students will work to communicate effectively, verbally and in writing for business. Students will publish and produce their own radio or television broadcasts.</p>
<b>Class Participation:</b>	<p>Contrary to what some students may wish or believe, you should not and will not pass merely by attending class every day. The furniture in this room does that, and yet none of it has a high school diploma. Radio &amp; Television Broadcasting involves a team effort, with each team member contributing. Every student is expected to be a full-fledged participant in this class. That includes arriving on time to all class sessions and engaging fully in class discussions and exercises. Your assigned projects will be reviewed in class, and you will be expected to accept and give constructive comment. You will learn from honest, thoughtful critiques, and you will be expected to provide the same to your colleagues. Disingenuous flattery doesn't help anyone. If you work hard and do your best, you will pass this class. The people who fail are the ones who do not complete their work or slap it together at the last minute without following the directions or putting forth any effort. Please do your best--I want everyone to succeed.</p>

<b>Attendance:</b>	Attendance is an essential component to this class, and <b>WILL</b> be taken into consideration when calculating your class grade.
<b>Professional Dress Policy:</b>	Reporters are no different from representatives of other organizations. If they are badly or inappropriately dressed, it can affect the impression they make and the results they get. When going on-air or representing our school and class at interviews and events, dress in a manner that fits the situation and shows respect for the event, interviewee, or the situation. Flip-flops and scruffy shirts are out. So are revealing necklines and bare midriffs. And never wear a large advertisement during an interview or other on-air assignment—not even a WHS sweatshirt.
<b>Class Materials:</b>	Organization is an <b>ESSENTIAL</b> component to the successful completion of this course. The following are <b>REQUIRED</b> .  <ul style="list-style-type: none"> <li>• Writing Utensils (pen or pencil) – <i>required for every class and will NOT be provided by the instructor at any time</i></li> <li>• Paper/Notepad – <i>required for every class and will NOT be provided by the instructor at any time</i></li> </ul>
<b>Homework:</b>	Although an elective course, expect to receive homework <b>FREQUENTLY</b> . You should anticipate homework, as well as, a number of independent, out-of-school assignments throughout the course.  <p><b><u>NO LATE HOMEWORK WILL BE ACCEPTED</u></b>, however, if you are absent from class, you should make arrangements with the instructor to acquire the work that you missed from class <b>IMMEDIATELY</b> upon your return to school. You will have one school day per day that you were absent to make up your missing work (ex: if you are absent on Monday and Tuesday, you will have until Thursday of the same week to complete your makeup work, otherwise, work will not be accepted).</p> <p>As this is not a traditional class model, homework will be more than a simple check for understanding of class materials. Instead, homework will be crucial preparation of materials for broadcasts during your assigned class period. Assignments should be complete upon arrival to class each day.</p>
<b>Makeup work:</b>	Please approach the instructor before/after class, or afterschool if you would like me to give you information about what you missed during an absence. Remember that it is your responsibility to contact the instructor when you return to school from an absence. The instructor will <b>NOT</b> chase you around to give you your assignments.
<b>Current Events:</b>	A major responsibility of every journalist is to keep abreast of the day’s news. One of the core aspects of this course is to engage students in current events, and have students understand their connection to the news. It will be students’ task to “use the news” and develop proficient news reading skills and an awareness of current events.
<b>Reflective Writing Journal:</b>	Self-reflection, critical analysis, and organization are an important component of the broadcast development process. Students will be asked to complete reflective writing assignments via Google Classroom. The assignments are intended to provide a structured opportunity to thoughtfully consider all aspects in the process of production.
<b>Projects:</b>	The majority of your grade will be comprised of projects that will be independently designed by you individually or with your teammates over the course of this class. Projects will be expected to be completed following a detailed schedule you design, in conjunction with the instructor’s input and approval, on deadline by the end of the semester, as would be expected of any professional journalist. Broadcast projects and the successful completion of your goals for this course will be graded by the instructor using rubric(s) which you will receive prior to the deadline.
<b>Academic Integrity:</b>	Each student in this course is expected to abide a personal code of academic integrity. Any work submitted by students in this course for academic credit will be the students’ own work.  Plagiarism of any kind is strictly prohibited. Plagiarism is defined as taking ideas from another and passing

	<p>them off as one’s own. It is a serious violation of Watertown High School’s policy on academic integrity. Should plagiarism occur, students will automatically receive a zero for the assignment and be referred to the administration for further disciplinary action.</p>
<p><b>General Expectations:</b></p>	<p><b>#1:</b> Please be on time to class. Attendance and punctuality are important, and I will <b>NOT</b> wait to begin the day’s lesson.</p> <p><b>#2:</b> R-E-S-P-E-C-T...RESPECT!</p> <p>A. Respect Yourself  B. Respect Me  C. Respect your colleagues  D. Respect our classroom/lab/studio facilities at WCAC</p> <p><b>#3:</b> Please do not have food or drink (except water) in class unless you have been given special permission. School sponsored sales will be permitted during class if permission is granted. Be sure to <b>ask first</b>.</p> <p><b>#4:</b> Please bring required materials <b>EVERY DAY</b> unless you are otherwise directed or notified.</p> <p><b>#5:</b> The use of <b>ALL</b> electronic devices within the classroom without instructor consent is prohibited.</p> <p><b>#6:</b> Please speak with purpose: use polite language and body language. Unkind teasing, bullying, and impolite behaviors are unacceptable. You will be freely exchanging ideas with your fellow classmates and everyone is free to comment without fear of reprisal...our classroom is <b>SAFE</b> for everyone’s opinions and beliefs. We will speak one at a time. Use your hand when you would like to speak.</p> <p><b>#7:</b> Plagiarism and cheating are unacceptable. Students caught plagiarizing or cheating will receive a zero and a phone call home. I expect you to do your own work and to be sure no one can copy it.</p> <p><b>#8:</b> Please respect peoples’ personal property. Respect the privacy and personal property of everyone in class (this includes all items located on the teachers’ desk). Materials for classroom use, such as cotton tissues, hand sanitizer, staplers, etc. will be provided and placed in a location in the classroom for everyone’s use.</p>
<p><b>Grades:</b></p>	<p>All assignments in Digital Media &amp; Communications will be graded on a points system. The bigger the assignment, the more points it will be worth. Major projects will use rubric grading systems.</p> <p><b>FINAL QUALITY GRADE TARGETS FOR PRODUCER(S) IN ADVANCED RADIO/TV:</b></p> <ul style="list-style-type: none"> <li>• <b>ADVANCED Producer</b>—Grade Level 100-90(A+A-) Conducted research, designed, planned, and completed projects on time; applied academic skills; evaluated work and made adjustments; did quality work; needed little help from the teacher; sought and found resources independently; demonstrated a mastery of knowledge; produced a quality final broadcast production.</li> <li>• <b>PROFICIENT Producer</b>—Grade Level 89-80(B+B-) Conducted research, designed and planned; needed some help from the teacher; did quality work with a few flaws; needed feedback from the teacher to realize work did not meet standards; redid work to meet standards; demonstrated above average knowledge; produced a better-than average final broadcast production.</li> <li>• <b>BASIC Producer</b>—Grade Level 79-70(C+C-) Needed help to research, design and plan or had to be given a plan; relied a great deal on the teacher; had to be given procedures for performing tasks; required significant help to produce a quality product; needed help to evaluate a product; final product still did not meet standards; demonstrated some knowledge; produced an average final broadcast production.</li> <li>• <b>BELOW BASIC Producer</b>—Grade Level 69-60(D+D-) Required a great deal of help in completing research, designing, planning and completing projects was unable to evaluate projects; required step-by-step instruction; competencies not mastered; demonstrated a below average level of knowledge;</li> </ul>

	<p>produced a poor or partial final broadcast production.</p> <ul style="list-style-type: none"> <li>• <b>FAR BELOW BASIC</b>—Grade Level 59-0(F) Did not complete projects; if projects were completed, they were of such low quality that they did not pass; failed to document procedures; did not show criteria for determining quality; produced a poor final broadcast production or none at all.</li> </ul> <p>Your letter grade will be based on the number of points you earn. If you earn 10 points out of 10 possible points, you have 100%. 9 out of 10 is a 90%, etc. All grades will be posted on <b>PowerSchool Student/Parent Portal</b> students and parents can register for access and log-in at any time (Instructions for using PowerSchool are located on my website <a href="http://www.mrrobinsdmc.com">http://www.mrrobinsdmc.com</a>). WHS Report card grading will appear as follows:</p> <p><b>A+, A, A-</b> Exceeds Standards  <b>B+, B, B-</b> Meets Standards  <b>C+, C, C-</b> Meets Minimum Competencies  <b>D+, D, D-</b> Unsatisfactory, Low pass  <b>F</b> Failing  <b>INC</b> Incomplete</p> <p><b>EX</b> Medical (cannot participate due to medical condition)  <b>N</b> No Grade (grade could not be determined)  <b>S</b> Satisfactory  <b>U</b> Unsatisfactory, Low Pass  <b>W</b> Withdrew (student withdrew from course)</p>
<b>Paperless Resources:</b>	<ol style="list-style-type: none"> <li>1. <a href="http://www.mrrobinsdmc.com">http://www.mrrobinsdmc.com</a> (Course Content)</li> <li>2. <a href="http://classroom.google.com">http://classroom.google.com</a> (Course Assignments &amp; Announcements)</li> <li>3. <a href="https://powerschl.watertown.k12.ma.us/public/">https://powerschl.watertown.k12.ma.us/public/</a> (Student/Parent Gradebook Portal)</li> <li>4. <a href="http://www.vimeo.com/whsonwcatv">http://www.vimeo.com/whsonwcatv</a> (Student Video Broadcasts On-Demand)</li> <li>5. <a href="http://www.soundcloud.com/wrdr_raiderradio">http://www.soundcloud.com/wrdr_raiderradio</a> (Student Audio Broadcasts On-Demand)</li> </ol>
<b>Film/Video Permission Statement:</b>	Occasionally, film/videos are used in the classroom in order to illustrate a particular curricular-related concept. This statement serves as notification that we will be watching films/videos that may contain adult language/content.
<b>Audio, Image, and Video Release Form:</b>	I hereby grant WATERTOWN HIGH SCHOOL / DIGITAL MEDIA & COMMUNICATIONS (WHS / DMC) the irrevocable and unrestricted right to use and publish audio, photographs, video, or other images of me/my child, or in which I/my child may be included, in any print, electronic, digital or other media; and to alter the same without restriction. I further acknowledge that my son's/daughter's participation is voluntary, part of the course curriculum, and that I/they will not receive financial compensation of any type associated with the taking or publication of these images. I irrevocably assign such media rights and uses to WHS / DMC into perpetuity. I hereby release WHS / DMC and its legal representatives and assigns from all claims and liabilities relating to said media.

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### Syllabus Acknowledgement / Standard Audio, Image, and Video Release Form Signature

**Students & Parents/Guardians:** Should log-on to <http://www.mrrobinsdmc.com> and complete / electronically sign the appropriate Google Form for either Students or Parents/Guardians to acknowledge the syllabus and release forms.