

**BILLINGS PUBLIC SCHOOLS
INTRODUCTION TO BROADCASTING
Adoption Date March 17, 2003**

MISSION STATEMENT

The Career Center is dedicated to providing Billings area students with an education that explores and enhances vocational and academic skills to promote critical thinking, self-discipline, and responsible citizenship.

BELIEF STATEMENTS

1. We believe in an environment that fosters mutual respect and dignity.
2. We believe that students and faculty should maintain pride in their work to improve their performance.
3. We believe that academic skills lay the foundation for critical thinking, problem solving, mathematical and communication skills.
4. We believe in the integration of academic and career areas.
5. We believe in the importance of current technology and its impact on the future.

LEARNING DOMAINS

- I. The learner will develop and practice research and critical thinking skills as applied to the history of broadcasting.
- II. The learner will demonstrate knowledge of the role of media in society with regard to media law.
- III. The learner will demonstrate understanding of media related science and technology.
- IV. The learner will demonstrate expanded communication skills to evaluate and create electronic messages.
- V. The learner will demonstrate knowledge of related careers.
- VI. The learner will demonstrate an understanding of the workplace environment through authentic application.

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Learner Objectives

I. The learner will develop and practice research and critical thinking skills as applied to the history of broadcasting.

1. Demonstrate an understanding of major historical events in broadcast history. (I)
2. Identify the role of broadcasting in recent global history. (I)
3. Demonstrate detailed knowledge of one aspect of broadcast history. (I,R)
4. **Demonstrate an understanding of the relationship between broadcast history and daily life. (E)**

II. The learner will demonstrate knowledge of the role of media in society with regard to media law.

5. Comprehend the First Amendment of the U.S. Constitution. (I)
6. Demonstrate an understanding of the effect case law has when interpreting the First Amendment with regard to free speech. (I)
7. Identify the agencies involved in regulating broadcast media. (I)
8. **Understand and practice FCC regulations relevant to on-air talent. (E)**

III. The learner will demonstrate understanding of media related science and technology.

9. Demonstrate a knowledge of the electronic transmission and reception of broadcast signals. (I)
10. Understand how the human auditory and visual senses receive broadcast messages and how the brain interprets them. (I)
11. **Understand the basic principles of recording, storing, editing and playback on available audio and video equipment. (E)**

IV. The learner will demonstrate expanded communication skills to evaluate and create electronic messages.

12. Write messages formatted for the broadcast media. (I)
13. **Deliver messages formatted for broadcast audio, emphasizing use of skills in diction, grammar, enunciation, and clarity of thought suitable to delivering audio messages over electronic media. (E)**
14. **Demonstrate ability to read and interpret video scripts for production. (E)**

V. The learner will demonstrate knowledge of related careers.

15. Identify job opportunities available in broadcasting. (I)
16. Identify and comprehend the qualification necessary for jobs in broadcasting. (I)
17. Identify the skills necessary to specific jobs in broadcasting. (I)
18. **Assume the role of a job specific to broadcasting. (E)**

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- VI. The learner will demonstrate an understanding of the workplace environment through authentic application.**
19. Comprehend and demonstrate workplace safety skills related to utilizing equipment in a broadcast setting. (I)
 - 20. Practice appropriate etiquette in handling resources, information and conflict resolution. (E)**
 21. Demonstrate time management in creating and producing materials and media segments.
 - 22. Understand and demonstrate ability to meet deadlines as related to live media delivery or recorded media production schedules for events. (E)**
 23. Demonstrate appropriate workplace attire and presentation, particularly related to projecting a media personality or public image in keeping with the workplace being represented. (I)
 24. Demonstrate initiative, self-direction, and problem solving related to media workplace projects and timelines. (I)
 - 25. Demonstrate an understanding of workplace ethics particularly related to honesty and integrity as an individual and as part of a corporate team. (E)**