

**BILLINGS PUBLIC SCHOOLS
BROADCAST MEDIA LITERACY
Adopted 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.
6. We believe that students who are encouraged to set goals will gain confidence in their potential and ability to contribute to society.
7. We believe mutual support between school and community is an integral part of a students learning experience.

LEARNING DOMAINS

- I. The student will demonstrate knowledge of the role of media in society with regard to media messages.
- II. The student will demonstrate understanding of media related science and technology.
- III. The student will demonstrate expanded communication skills to evaluate and create electronic messages.
- IV. The student will demonstrate knowledge of skills required for placement in related careers.
- V. The student will demonstrate an understanding of the workplace environment through authentic application.

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Learner Objectives

- I. The student will demonstrate knowledge of the role of media in society with regard to media messages.**
 - 1. Comprehend the relationship between the media, the advertiser, and the public. (I, E)**
 - 2. Demonstrate an understanding of the effect advertising has on the public. (E)**
 - 3. Identify laws that regulate truth in advertising. (I)**
 - 4. Demonstrate an understanding of broadcast media programming. (I)**
 - 5. Demonstrate knowledge of methods of measurements used to determine media effectiveness. (I)**

- II. The student will demonstrate understanding of media related science and technology.**
 - 6. Identify point of broadcast origination. (I,E)**
 - 7. Understand the basic principles of recording, storing, editing and playback on available audio and video equipment. (I,R,E)**
 - 8. Understand how production elements are combined to produce a singular media message. (I)**
 - 9. Identify various connectors and cables used in patching. (I,R)**

- III. The student will demonstrate expanded communication skills to evaluate and create electronic messages.**
 - 10. Write messages formatted for the broadcast media. (E)**
 - 11. Deliver messages formatted for broadcast audio. (E)**
 - 12. Demonstrate ability to read and interpret video scripts for production.**
 - 13. Demonstrate basic presentation skills to sell product ideas. (E)**

- IV. The student will demonstrate knowledge of skills required for employment in related Careers.**
 - 14. Identify careers available in media. (I)**
 - 15. Identify and comprehend the qualification necessary for jobs in broadcast media. (I)**
 - 16. Identify the skills necessary to specific jobs in broadcasting. (I)**
 - 17. Identify their own interests and skills relevant to media careers. (E)**
 - 18. Assume the role of a job specific to broadcasting. (E)**

- V. The student 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. (E)**
 - 20. Practice appropriate etiquette in handling resources, information, and conflict resolution. (I,R,E)**
 - 21. Demonstrate time management in creating and producing materials and media segments. (I,R)**

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Learner Objectives**

- V. The student will demonstrate an understanding of the workplace environment through authentic application. (cont.)**
- 22. Demonstrate appropriate workplace attire and presentation, particularly related to projecting a media personality or public image in keeping with the workplace being represented. (I,R)**
 - 23. Demonstrate initiative, self-direction, and ;problem solving related to media workplace projects and timelines. (E)**
 - 24. Demonstrate an understanding of workplace ethics particularly related to honesty and integrity as an individual and as part of a corporate team. (I,R,E)**