



Mount Pleasant Central School District

Broadcasting, Visual & Media Arts

We believe that all students should experience visual and media arts as an essential component of their total development, through which each child can refine their critical thinking skills by creating, presenting, responding, producing, and connecting with art and culture.

Broadcasting gives students hands-on experience in video journalism, storytelling, and media production. Students learn to research, film, interview, and edit professional-quality news and feature segments that inform and engage their audience. The course emphasizes collaboration, creativity, and strong on-camera communication. By the end of the year, students will have developed the technical and storytelling skills needed to produce polished, real-world broadcasts.

Unit Title	Month	Content	Vocabulary	Standards	Skills	Big Ideas	Assessments
ON-CAMERA SKILLS & INTERVIEWING BASICS	Sept	Building confidence on camera, posture, tone, and delivery. Developing interviewing techniques: asking follow-ups, active listening. Planning stories for student-led segments.	ANCHOR, REPORTER, LEAD-IN, FOLLOW-UP, QUESTION, TELEPROMPTER	VA:Cr1.1.HSI;	On-camera presence, professional posture and tone, interview planning, and story organization.	Credibility and connection begin with thoughtful questions and confident delivery.	Short packages about school and community events, focusing on camera presence.
PACKAGE PRODUCTION	Oct	Planning, shooting, and editing multi-shot packages. Various examples and demos that demonstrate how to incorporate interviews, B-roll, and voiceovers.	PACKAGE, B-ROLL VO (VOICEOVER), SEQUENCE, CONTINUITY A/V (audio and video)	VA:Cr2.1.HSI;	Camera operation (video/AV), storyboarding, editing clips, and narrative pacing.	A story's clarity and impact are built through structured visual sequences.	Complete ASB/Waldo challenge and create a feature package.
MEDIA, STREET	Nov-Dec/	Producing short-form	VOX POP, FLUFF PIECE	VA:Cr3.1.HSI;	Quick turnaround	Natural sound and	Students will create a

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REPORTING & PACKAGE PRODUCTION	Yearlong	social media content (man-on-the-street, vox pops). Integrating B-roll and natural sound into packages. Quick editing techniques for social media platforms.	PACING, QUICK EDIT B-ROLL/NAT SOUNDS	VA:Pr5.1.HSI	editing, concise storytelling, on-camera presence, audience engagement.	visuals add essential context and emotional depth to reporting.	Social media-ready videos with a quick turn around.
COMMUNITY COVERAGE & HOLIDAY BROADCASTS	Nov- Dec	Reporting on school and community events. Anchoring, field reporting, and producing seasonal segments. Integrating graphics, B-roll, and natural sound.	LEAD STORY, LIVE COVERAGE, B-ROLL, NAT SOUNDS, SCRIPT, SEQUENCE	VA:Re7.1.HSI; VA:Cr2.3.HSI	Capturing variety of shots, integrating graphics and audio, seasonal storytelling.	Community reporting serves the audience by providing context and local perspective.	Working in big groups students will create packages that go into a thematic short broadcast (Nov). Entire class will work together to create a Holiday Broadcast segment (DEC).
NARRATIVE STORYTELLING / LONG-FORM FEATURE	Jan -Feb	Researching topics for long-form narrative stories. Writing narration scripts and recording voiceover.	NARRATIVE ARC, STORY SPINE, VO, PACING ESTABLISHING SHOT, SOT CUTAWAY	VA:Cr2.3.HSI; VA:Pr6.1.HSI	Research, scriptwriting for narration, multi-layered editing, voiceover delivery, pacing.	Narrative structure transforms facts into a compelling, impactful long-form story.	Students will complete a long-form feature package; script submission and submit a full package that

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		Combining interviews, B-roll, natural sound, and graphics. Post Production focus on pacing, tone, and narrative clarity.					focuses on storytelling.
INVESTIGATIVE & SPECIAL PROJECTS	Feb-March	Students will conduct investigative reporting: multi-layered interviews, deeper research.	INVESTIGATIVE REPORTING, NARRATIVE STRUCTURE, SOT, GRAPHICS OVERLAY, B-ROLL CONTINUITY	VA:Cr3.1.HSI; VA:Pr6.1.HSI	Investigative questioning, layered editing, advanced storytelling, integrating visuals and audio.	In-depth research and questioning uncover the truths beneath the surface.	Students will create a investigative feature with statistics, research and backstory.
Broadcast Production	April / Yearlong	Producing a complete student broadcast from pre-production to final edit. Rotating production roles: anchor, reporter, camera, audio, graphics, editor. Integrating all segment types.	RUN-OF-SHOW, PRE-PRODUCTION, TELEPROMPTER, GRAPHICS OVERLAY, LOWER-THIRD TIMING CUE	VA:Cr2.1.HSI; VA:Pr6.1.HSI	Team collaboration, full-cycle broadcast production, integrating visuals, audio, and narrative.	A professional broadcast demands precise coordination across all production roles.	Students will create an entire broadcast having a part in all aspects.

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Unit 8 – Forensics Project Finale	May-June	Producing a multi-part feature including investigative segments, interviews, B-roll, graphics, and post-production. Emphasis on teamwork, narrative cohesion, and technical quality.	B-ROLL, SOT/ VO GRAPHICS OVERLAY, CONTINUITY, NARRATIVE ARC, POST-PRODUCTION	VA:Cr2.1.HSI; VA:Re9.1.HSI	Integrating new vocabulary (forensics) into a formal news package. Creating a collaborative and visually cohesive news focused production.	Complex media projects demonstrate the mastery of all integrated production skills.	Students will create a number of packages related to the forensics project.