

# Broadcast Production I

This course provides students with a basic overview of broadcast skills. Students participate in classroom activities related to all aspects of performance, production and operation of the studio. The main focus of this class is to provide support and context for a daily, live, student-produced news program.

## Safety

1. Identify safety hazards associated with broadcast production.
  - Practicing precautions while using electrical equipment in production
  - Demonstrating care for production equipment and media in various weather situations
  - Identifying live remote location safety procedures

## Basic Camera Operation

2. Demonstrate video camera setup, movement, and operation.
3. Utilize proper handling, care, and storage techniques of camera, tripod, and accessories.

## Sound

4. Critique audio quality for production.
  - Recognizing audio production components, including but not limited to microphones, natural sound, voice and audio track, sound-on-tape, sound bites, audio level, earpiece, and multi-channel mixer
  - Using audio equipment correctly in various situations

## Lighting

5. Demonstrate studio and field lighting, including back, key, fill, and natural light, and three-point lighting and camera lighting functions.
  - Utilizing camera lighting functions – white balance and black balance, filters
  - Using general lighting for video

## **Performance**

6. Demonstrate appropriate on-camera performance, including clear speech, diction, eye contact, gestures, posture, and appearance.

## **Interviewing**

7. Assess the quality of interviews and sound bites, including length and content.
  - Utilizing standard interview questions  
Examples: who, what, where, when, why, how
  - Describing pre-interviewing techniques  
Examples: brainstorming, researching
  - Evaluating interview footage

## **Writing**

8. Demonstrate effective script writing.  
Examples: news, audio and video, screenplay, storyboard
9. Identifying conversational writing style, including simple word usage, short sentence structure, “say it, see it” theory, present tense form, active and passive voice, and objective and subjective point of view.
  - Prioritizing information for production

## **Editing**

10. Use applicable video and audio editing techniques for production, including but not limited to transitions, in-and-out points, trimming, and video sequencing.
  - Defining basic terms associated with video and audio editing  
Examples: edit-in-camera, assemble edit, insert edit, jump cuts, linear, nonlinear, flash frames, control track

## **Commercials**

11. Create a commercial using basic production skills.
  - Utilizing basic advertising terms and techniques, including purpose, process, and persuasive devices  
Examples: revenue, market research, target audience, ratings, humor, testimonial, bandwagon

## **Public Service Announcements**

12. Create a public service announcement using basic production skills.
  - Explaining the purpose of a public service announcement  
Examples: informing, changing opinion, promoting a cause

## **News**

13. Create news stories using basic production skills.
  - Recognizing common news terms, including story types and career positions
  - Determining format, fact selection, teases, and lead sentences in prerecorded and live news story organization

## **Music Video**

14. Create a music video based on a piece of music, utilizing editing techniques, and incorporating original music.