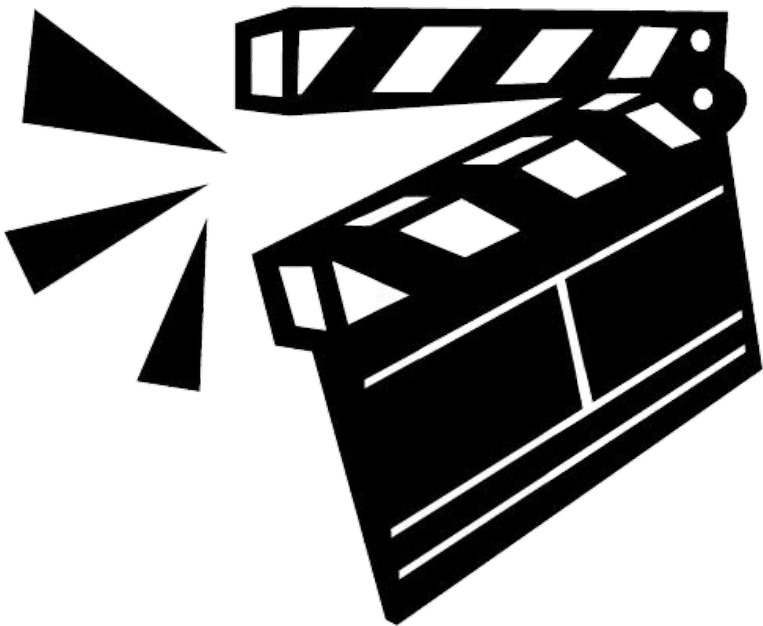


Oak Run News

ORMS Media Broadcast

Staff Manual



Media Broadcasting

About this course

There are many aspects to being a member of the media broadcast staff. Each aspect requires total commitment and a positive attitude. If at any time this school year you are unwilling or unable to provide either of these to your work this may not be the class for you.

Broadcast Media is a year-long course and a year-long commitment. The staff and I invest time and energy in training you; we expect a return on that investment. Likewise, you will benefit from your investment in many ways.

Course Focus

Broadcast media production will focus on

- writing for media
- videography & audio visual technology
- team collaboration
- project management
- marketing strategies

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Classroom Procedures

PROCEDURES:

- Enter the studio professionally and complete your daily stand-up.
- Sit at your assigned station.
- May not leave the first or last 10 minutes of class.
- If you need a restroom break you may ask during independent work time only. You must sign out and take the hall pass and sign back in when you return.
- You may socialize during independent work time as long as it does not interfere with your work and deadlines.

SUPPLIES:

- You will be expected to work independently on desktop computers, with your iPad (properly charged), and with various camera equipment.
- This class will have a Canvas course. You will be expected to manage your Canvas account and school email accounts responsibly.
- You will also need to have access to certain apps. These will be posted in the class at all times.

Professional Expectations

- All materials, equipment and supplies must be put away before you leave for the day.
- It is expected that you will be productively engaged in work during EVERY class period.
- Must have your school ID and Press Pass when working outside of class.
- Be able to work with your team and autonomously.
- Each staff member will be expected to attend two after school activities each nine weeks as a staff member. This will be considered a major grade. You will perform staff member duties while at the event.
- Additional work times are before or after school except Monday and Friday afternoons
- Best way to reach me is through email
- Your attitude determines your success. Strive for a positive attitude by participating, helping others, smiling, and doing your best on a daily basis.
- You can be “suspended” or possibly even fired for not fulfilling your responsibilities.
- Listen and be attentive during instruction and when others are speaking
- Be focused and engaged while working

Zero Tolerance

- No food or drinks around equipment or computers.
- Disrespectful behavior
- Unsafe behavior.
- Outbursts or major disruptions.
- Unapproved cellphone use.
- Leaving class without permission.

Consequences

1. Personal reminder - private conversation with Mrs. Owens (at your seat, in the hallway, or after class)
2. Phone call home to parents - You will call home and let your parents know what you were doing and why it is a problem.
3. Class detention before or after school. Athletics will not be an excuse to miss detention.
4. At anytime if the behavior threatens safety or the learning environment, Mrs. Owens reserves the right to make an office referral.

Equipment Policy

1. You accept full responsibility for the care of, and safe and speedy return of any media equipment checked out in your name.
2. Equipment must be returned in the same condition it was checked out in. This includes any storage boxes or bags.
3. All equipment will be checked out using the QR code system in the studio.
4. Equipment can be checked out on a daily basis or with certain permission from Mrs. Owens for overnight. It must be checked back in by the studio manager, photography editor, or Mrs. Owens.
5. Do not allow another staff member, student, or teachers to use the equipment checked out in your name.
6. You will be properly trained and tested in the use of all equipment before you are allowed to use the equipment. If you do not pass the competency test you will not be given your press pass.
7. The camera neck strap must be worn around your neck at all times. Keep the camera in the bag if you do not have it around your neck.
8. Never leave a camera unattended on a tripod.
9. Never attempt to repair a camera on your own. If something is not working as you were trained, bring it to the attention of the studio manager, photography editor, or Mrs. Owens immediately.
10. You are responsible for maintaining the battery status of the camera you check out. Each camera bag comes with a charger and an extra battery.
11. Do not get food, water, or dirt on the equipment.
12. Once you have been trained, you are responsible for removing the SD card, uploading and organizing your photos in the shared drive, and deleting your photos from the SD card.
13. Do not delete other people's work. If your memory card is full bring it to the attention of the studio manager, photography editor, or Mrs. Owens.
14. Always replace the lens cap on your camera and turn the camera off when not in use.
15. Keep equipment with you at all times. Never leave it in a car, on the bus, or in another classroom or area of the school.
16. Never leave a camera sitting out on a table in the lab. Cameras need to be stored properly in the equipment cabinet.

Press Pass Rules

. In order to hold a press pass you must show great maturity and responsibility.

- Press Pass must be visible at all times. It should be worn with your school ID.
- Your behavior should reflect the best and most professional standards. Do not embarrass yourself or the yearbook staff with inappropriate behavior.
- Keep all of your journalism equipment together and in sight at all times.
 - Be aware of exactly what equipment you have checked out.
 - Sign out equipment properly using the QR code .
 - Accepts responsibility for the care of the equipment.
 - If the equipment is broken while in your care you will be financially responsible.
- Research your assignment before you arrive.
 - What/Who are you covering? And why? Where will you be working?
- Must follow all safety rules of working on assignment outside of the classroom.
 - Carries the camera in a camera bag
 - While camera is in use it is worn around the neck
 - Holds camera properly
 - Walks in the hallways (NEVER running or playing around)
 - Does not disturb classes.
 - Does not go anywhere alone.
 - Each team will carry a 2 way radio when they leave the lab.
- For security purposes, if you are on assignment and there is a school emergency you will follow these guidelines
 - Find a safe secure location (during a drill this would be a teacher's classroom. Let them know you are a journalism student.)
 - Follow emergency protocols.
- Must be passing your class and must not have any missing assignments.

I have read over the Press Pass rules. I understand that I am taking care of expensive equipment and that I must demonstrate responsible and mature behavior. If at any time a teacher or school personnel report to Mrs. Owens any improper behavior on my part, I will lose the press pass privilege and will not be allowed to leave class to complete journalism assignments until the matter is resolved. I also understand that when a camera or other equipment is assigned to me, I am responsible for the care of the equipment.

Student Signature

Parent Signature

Media Class Chores

DIRECTIONS: Once a grading period, you will need to complete a total of 100 class chores points. These points can be accumulated at your own pace. However, failure to complete these points by the end of the nine weeks will result in a low major grade. **IT IS YOUR RESPONSIBILITY TO TRACK YOUR POINTS AND GET THEM SIGNED OFF!** Track your points in your log. Your log will need to be initialed by a studio manager or Mrs. Owens.

Due Date for Media Class Chores:

October 9, 2023

December 11, 2023

March 4, 2024

May 17, 2024

10 POINTS

- Work on morning announcement team for 4 weeks
- Listen and summarize an approved podcast
- Film an extracurricular school event. (sports games, choir performance, theater, etc...)
- Learn a skill for media broadcast and teach it to the class. (Mrs. Owens will give you the lessons)
- Create a video commercial for a school event.
- Write an extra pitch for a news segment.
- Write a praise card for a classmate (must be authentic and honest).

For an automatic 100 you may complete a personal film project. It must be completed from beginning to end within the grading period.

Leadership Team

Leadership Qualities

Self-motivation - Motivated leaders desire to achieve above and beyond expectations.

Confidence - To build your confidence you need to be open to new experiences and be willing to fail or you'll never grow and find the strength needed to push the limits of what you're capable of.

Accountability - Being accountable means that you accept responsibility for the outcomes expected of you, both good and bad. You don't blame others. And you don't blame things that were out of your control.

Courage - Leadership sometimes involves making unpopular decisions which requires a certain level of bravery. If you want to be more courageous you need to try new things, have more trust and confidence in others, as well as be able to raise difficult issues that others would leave unresolved.

Engagement - Great leaders are able to focus their attention on the problem at hand without being distracted.

Passion - Passionate leaders often have a strong, uncontrollable desire that pushes them forward.

Integrity - Having strong moral values is an important leadership trait because it will allow others to clearly identify with you.

Humility - Leaders should be humble by seeking out feedback and focusing on the needs of others.

Time Management - Great leaders know that time is their most valuable asset.

People Skills - leaders know how to approach others in a nice, honest way to address concerns.

Job Descriptions

Executive Producer (That's Me)

1. Trains the staff to produce the new, but does not do it for them. Gives advice and asks questions.
2. Completes a final review of video package
3. Communicates clearly and often with staff.
4. Guides students through project management, creation, and reflection.
5. Selects the staff for each year.
6. Sets a training schedule.
7. Sets class deadlines.
8. Works with editors and managers to meet deadlines.

Producer

1. Works with EP to assign stories to teams and roles best suited to skills.
2. Leads all production meetings and sets production schedules.
3. Works with EP to determine mini-lesson needs
4. Helps with day-to-day tasks such choosing locations, setting up special guests.
5. Leads by example with concern for the whole staff

Studio Manager

1. Responsible for tech closet.
2. Manages equipment check in and out (nothing leaves the studio without their permission).
3. Reports technology issues to Mrs. Owens.
4. Keeps work areas clutter free.
5. Manages reference materials.
6. Responsible for staff moral (plans the fun stuff (parties, snacks on hand, recognitions, etc...))

Marketing Manager

1. Brand Awareness
2. Interacts with audience members, tracks audience data and implements strategies to reach the most people
3. Creates a social media presence
4. Creates original content for online audiences
5. Repackages broadcast stories to be shared online through Unicorn Express and other sources.

Job Descriptions

All Staff

- All staff are responsible for brainstorming coverage ideas, conducting interviews, editing as directed, and completing packages as assigned. To be successful at this you will need to communicate effectively with all of your support team; manage your time and meet all of your deadlines.
- Everyone will pitch a segment idea at the beginning of each month.
- You will all be on a team and on the team you will have assigned jobs.

Director

1. Calls the shots on set
2. Works with adviser to select staff and helps assign roles best suited to skills.
3. Leads by example with concern for the whole staff
4. Works with adviser and staff to meet all deadlines.
5. Helps with day-to-day tasks, motivates and manages the staff.
6. Brings the vision of the weekly news show to life with an effective shot list.
7. Completes daily stand up with team and then the producer.

PA (production assistant)

1. Helps the editor complete the overall production of news show.
2. Uses the shot list to write the narrative script, handles teleprompter on set, manages journalists and extras.
3. Takes set notes during filming
4. Assist the director in the design for the news set
5. On day of filming prepares the set, manages any sound or light equipment, and manages the area during the shoot
6. Breaks down set at the end of filming

Camera Operator

1. Must be very responsible with equipment.
2. During filming announces “cameras rolling”
3. Monitors coverage.
4. Assists in training other camera operators
5. Manages all camera related equipment during filming.
6. Properly stores all equipment after the filming is complete.
7. Downloads raw footage in team drive

Job Descriptions

Editor

1. Watches raw footage and choose best footage.
2. Completes the the news show by adding segments, transitions, special effects, sound adjustments, music, etc...
3. Properly organizes footage
4. Critiques final package with the director
5. Submits the final package to team drive

Correspondents

1. On camera personalities
2. Writes script for news show.
3. Prepares and rehearses often
4. Takes direction from director or PA

Morning Announcement Crew

1. Writes morning announcements
2. Reviews script frequently
3. Manages intercom equipment
4. Trains incoming announcers
5. Behaves professionally

Being an **correspondent** for the **Morning Announcement Crew** involves being in the front office **at the start of 2nd period**, being prepared to play the national anthem, say the pledges, provide a moment of silence, and sharing the school announcements. There are limited spaces for Blue Buzz Crew members, so make sure you can commit to being dependable and on time.

ORMS News Crew

1. Serves on the ORMS Live broadcast team
2. Reviews script frequently
3. Manages live streaming equipment and software
4. Behaves professionally

Being a part of the **ORMS Live crew** means being in Media Broadcast advisory. You will be responsible for prepping the set, preparing equipment, serving as a director, camera operator, production assistant, or live correspondent, and starting the live broadcasts on Friday. You will also be called on to manage live shows for other events (pep rallies, theater plays, etc...)

Correspondents (MA or ORMS Live!) need to be able to speak clearly, slowly, and enthusiastically. You must do your best to pronounce names correctly. You must be professional when in the front office or on air as parents, staff, students and administrators will be watching you. The job requires the ability to recover from mistakes calmly and quickly. You will need to be responsible and prepared with a charged iPads.

Media Policies

Absences

Attendance is mandatory, Aim for 100%. If you are going to miss work you must contact your director to make arrangements. Take great care when planning pre-arranged absences; be mindful of your deadlines; keep editors and Mrs. Owens informed when you are going to be absent.

Accuracy

Always use the correct and factual information. Never guess, interpret, or substitute information. Use the proper spelling of names with your lower thirds. We do not produce knowingly false information or information gained in a dishonest manner.

Before Premiere Approval

News stories and interviews will not be shared with non-staff members before premiere dates.. Interviewed subjects do not have a right to approve or view a story before it is published, all videos are the property of ORMS Media. What happens in media stays in the media studio.

Classes and cafeteria

From time to time you will need to leave class to go to the cafeteria or another classroom. This is NOT a time for socializing with your friends or having an unscheduled lunch. Do not stay longer than it is absolutely necessary to accomplish your task. Students found socializing, skipping class, or wasting time will be subject to the classroom discipline policies.

Camera/Equipment

Follow the checkout procedures and adhere to your equipment contract. Cameras are for yearbook and media class purposes ONLY. When a camera is signed out under your name you are responsible until it is returned and properly checked back in. The Studio manager needs to be informed of any concerns before you take the equipment. If any damage occurs to the camera or equipment while it is checked out to you, you must inform the studio manager ASAP.

Classroom Space

We share the studio with yearbook. DO NOT leave anything of importance out. It is everyone's responsibility to keep the studio clean.

You are expected to stay active and engaged in class. At no time should you have "nothing to do". If you have finished an assignment, you have helped others with their assignment, then you will work on something for your class chores.

Media Policies

Communication

Occasionally, Mrs. Owens will need to communicate with you outside of class. This will be done through your school email. Get into the habit of checking your email at the start of school and at the end of the school day.

Computers

Computers are for media use only. You should never download applications, make software or hardware changes to the computers (this includes screensavers and backgrounds). Also never use the computer to play with Photobooth, access any of your personal social media accounts, or sites that are unrelated to yearbook.

Leads and Managers

Leadership positions in class are earned. They are expected to lead by example. They should be role models of the behaviors expected of all staff. They are expected to give instructions and direction to staff and the staff is expected to follow. If a staff member has a problem with a lead or manager they should bring their concern to Mrs. Owens.

Food and Drink

Food and drinks are not permitted at the computers at any time. If we are celebrating and there is a cause for food or drink it will be in designated areas only. There are severe consequences for not following this policy.

Friends

Friends are a big part of your life and it is important to balance school and friendships. If you are friends with people on staff, I think that is great! Please do not use class time to goof around, share the latest gossip, or solve a fight you may be facing. Work is the priority. When covering events around school remember that you are responsible for covering everyone, not just your personal friends. Be diverse!

Grading

Grades are calculated according to the district expectations. Homework grades are 10%, daily grades are 40% and major grades are 50% of the total grade. There are three types of grading done in this class.

- 1). Standards based grades. Skill based assignments that are graded using a rubric. Students will be able to correct any low grade until they bring it to an acceptable grade. These could be a daily grade or a major grade depending on the assignment.
- 2). Publication grades. These will be completion grades for work submitted by deadlines. Work must be publication quality and on time for a 100. Anything less will receive a 0 after the deadline. Work submitted after the deadline will not receive a passing score. These could be a daily grade or a major grade depending on the deadline expectation.
- 3) Points based grades. Students will be expected to complete a minimum of 100 points each nine weeks. To do this they will complete tasks on their "Chores" list. These tasks are designed to assist the publication process, develop personal skills, grow as a team member or as an individual. These will be listed as participation grades

Media Policies

Internet

Staff members should never use videos or photographs from the internet for ANY assignment. If you are in need of a stock video or picture of a set of earbuds, attempt to create it yourself. Internet videos and pictures are not ours and it would be ILLEGAL to use them as such.

Interviews

Find a comfortable location for the interview and schedule plenty of time to ask your questions. make sure the subject is comfortable and speaking loud enough to be heard. Use a portable microphone for location interviews.

Late Work

The ORMS News Show is the completed project of all staff members and deadlines are not met until all staff members have finished their work. If you have finished your segment early for a specific deadline, then it is your responsibility to help those staff members who have not yet met their deadlines. It's called teamwork. **Staff members who miss deadlines receive an "F" for that assignment.** We cannot miss deadlines. Every missed deadline delays the production and affects viewership. THIS WILL NOT OCCUR.

Outside of School Hour Responsibilities

Some assignments — particularly school events, photo shoots and interviews — will be completed outside of class time and often before or after school. Students should plan transportation needs and schedules accordingly. **Each student is expected to complete at least 1 extra curricular event as a staff member each grading period. This will be a major grade.**

As a deadline approaches, staff members may be required to stay after school to finish pages. Yearbook students, according to their job descriptions and deadline assignments, will have access to the media lab before and after school according to posted schedules and needs. . This is A GREAT WAY TO EARN POINTS FOR CLASS CHORES.

Leaving the Classroom

Whenever you leave the room for an assignment, you need to let the studio manager know and you will sign out using the QR code posted by the door. When you return to the class you will need to sign back in. There are NO EXCEPTIONS! Mrs. Owens needs to be able to find you at all times.

You should NEVER use your position on the media staff to engage in unrelated activities. This includes but is not limited to getting a student out of class, getting student information, being late to a class, or getting yourself out of a class,

Obituary and Tragedy

In the occurrence of a death of a student or faculty member or in the face of a school wide tragedy, the coverage will be handled in the same fair manner. following will occur.

For a death - a photo of the deceased will appear in the index/ad section of the book with their birthday and date of death.

For a school or community tragedy - the yearbook coordinator will work with the school and district public information staff to determine the best coverage.

PARENT AGREEMENT

Parents, please initial each statement below and add any comments as needed. If you have any questions before completing this agreement, please email me. towens@nbsd.org

_____ I have reviewed the staff manual with my child.

_____ I understand that my child will need to attend at least two after school events. Staff members are needed to cover events outside of the normal school day. This includes sporting events, competitions, performances, and showcases. I also understand that I must provide transportation to and from the events.

_____ I understand that my child is expected to put forth their best effort and strive for excellence in this class. This includes participation, communication, work ethics, cooperation, and tolerance of diversity. I also understand that my child is expected to meet deadlines without exceptions.

_____ I understand that my child will be working with specialized equipment and will be responsible for the care of said equipment. My child will be trained on proper care and use of the equipment before they are allowed opportunities to use the equipment. My child will be financial responsible for any equipment that is lost, damaged, or destroyed from neglect. The cameras we use cost between \$300 and \$500.

_____ I understand that my child will be required to communicate professionally with their teacher and teammates for yearbook business. My child may need to use their iPad, cellphone, and/or home computer for these purposes.

_____ I understand that the media leads have accepted an enormous amount of responsibility in leading this group through the production of the school broadcasts. As part of their duties, student leaders will ask their peers to complete tasks. Although the adviser is absolutely involved in every aspect of the program, these leaders operate as the adviser's delegates in making the program run properly. (In other words, in media broadcast, students tell other students what to do.)

_____ I understand that if my child applies and is selected to be a part of the leadership team they will have added expectations in class. I will do my part to support them and the yearbook program.

Comments or questions:

Parent signature: _____ Date: _____

Parent email

Student signature: _____ Date: _____

By signing above, you are agreeing to the terms set forth in the staff contract. The program is not for everyone, and that's why I present this to you now. As much as I want to keep each and every one of my staffers, both new and returning, we must have this confirmation by by the end of the first week of school while schedules can be changed without affecting grades for the year. If you have any questions or concerns please reach out to me so that I may address them.