

## RADIO AND TELEVISION I

*Radio and Television I* focuses on communication, media and production. Emphasis is placed on career opportunities, production, programming, promotion, sales, performance, and equipment operation. Students will also study the history of communication systems as well as communication ethics and law. Students will develop oral and written communication skills, acquire software and equipment operation abilities, and integrate teamwork skills. Instructional strategies may include a hands-on school-based enterprise, real and/or simulated occupational experiences, job shadowing, field trips, and internships.

- DOE Code: 5986
- Recommended Grade Level: 11, 12
- Recommended Prerequisite: Introduction to Communications
- Credits: 2 semester course, 2 semesters required, 1-3 credits per semester, 6 credits maximum
- Counts as a Directed Elective or Elective for all diplomas

### Dual Credit

This course provides the opportunity for dual credit for students who meet postsecondary requirements for earning dual credit and successfully complete the dual credit requirements of this course.

### Application of Content and Multiple Hour Offerings

Intensive laboratory applications are a component of this course and may be either school based or work based or a combination of the two. Work-based learning experiences should be in a closely related industry setting. Instructors shall have a standards-based training plan for students participating in work-based learning experiences. **When a course is offered for multiple hours per semester, the amount of laboratory application or work-based learning needs to be increased proportionally.**

### Career and Technical Student Organizations (CTSOs)

Career and Technical Student Organizations are considered a powerful instructional tool when integrated into Career and Technical Education programs. They enhance the knowledge and skills students learn in a course by allowing a student to participate in a unique program of career and leadership development. Students should be encouraged to participate in SkillsUSA, Business Professional of America, DECA, or Future Business Leaders of America the CTSO for this area.

## Content Standards

### Domain – Safety

**Core Standard 1** Students establish safety procedures for a hazard free work environment.

#### Standards

- RTVI-1.1 Demonstrate general safety rules for equipment operation and lab use
- RTVI-1.2 Perform safe practices when operating equipment
- RTVI-1.3 Demonstrate proper equipment storage for safe transportation
- RTVI-1.4 Use standard safety practices for all classroom laboratory and field investigations

- RTVI-1.5 Display appropriate behaviors and actions in the classroom/lab environment
- RTVI-1.6 Safely and properly handle equipment

### **Domain – Writing/Scripting**

**Core Standard 1** Students create scripts to demonstrate an understanding of the scripting process.

#### **Standards**

- RTVI-2.1 Identify and describe stages of the scripting process
- RTVI-2.2 Construct scripts using established formats
- RTVI-2.3 Define terminology used in broadcast scriptwriting
- RTVI-2.4 produces technical writing that reports technical information and/or conveys ideas clearly, logically, and purposefully to a particular audience, the student

### **Domain – Equipment Operation**

**Core Standard 3** Students operate industry-standard equipment to create professional productions.

#### **Standards**

- RTVI-3.1 Demonstrate steps necessary to set-up, turn on, and operate equipment according to instructor's directions
- RTVI-3.2 Demonstrate proper camera movement
- RTVI-3.3 Determine proper cables for set-up and operation of production equipment
- RTVI-3.4 Explain camera functions and how electrical signals are converted into images on a screen
- RTVI-3.5 Demonstrate different editing methods, equipment, and techniques in the production of a story
- RTVI-3.6 Demonstrate the use of a computer in broadcast/video production applications
- RTVI-3.7 Demonstrate basic lighting techniques
- RTVI-3.8 Demonstrate proper use of audio equipment to record quality audio track

### **Domain – Production Process**

**Core Standard 4** Students create audio and video projects to demonstrate an understanding of the production process.

#### **Standards**

- RTVI-4.1 Apply concepts of stages of production
- RTVI-4.2 Design audio projects incorporating professional audio principles
- RTVI-4.3 Design video projects incorporating professional video principles
- RTVI-4.4 Demonstrate mastery of aesthetics to include composition, coordination, balance, and color contrast
- RTVI-4.5 demonstrate proper use and operation of studio equipment and production techniques while working as part of a production team

### **Domain – On-Air Talent/Programming**

**Core Standard 5** Students apply and adapt on-air techniques to produce a quality program.

#### **Standards**

- RTVI-5.1 Demonstrate proficiency in on-air performance
- RTVI-5.2 Apply and adapt programming elements using audience analysis
- RTVI-5.3 Students integrate concepts of programming

- RTVI-5.4 Demonstrate practices of delivery or performance while on-air
- RTVI-5.5 Recommend technically acceptable visual components for on-air talent

**Domain – Promotion and Sales**

**Core Standard 6** Students integrate knowledge of promotion and sales to support effective marketing.

**Standards**

- RTVI-6.1 Evaluate industry marketing processes to demonstrate promotional principles
- RTVI-6.2 Demonstrate industry sales principles

**Domain – History**

**Core Standard 7** Students analyze inventions and technical and social developments that led to the creation of radio and television in a broadcast environment.

**Standards**

- RTVI-7.1 Explain the development of the radio/television industry
- RTVI-7.2 Explain the development of digital communications and entertainment media
- RTVI-7.3 Identify the impact of communication history on today's media
- RTVI-7.4 Explain the recent technological developments and the future of telecommunications
- RTVI-7.5 Explain recent programming developments and the future of telecommunications

**Domain – Ethics and Law**

**Core Standard 8** Students evaluate the role of ethical decision-making as it relates to the industry.

**Standards**

- RTVI-8.1 Identify and evaluate ethical issues
- RTVI-8.2 Differentiate between commercial media products that are in the public domain and those that are protected under copyright laws
- RTVI-8.3 investigate and demonstrate ethical use of equipment and storytelling through their productions
- RTVI-8.4 Demonstrate ability to function as a team member
- RTVI-8.5 Students apply knowledge of communication law to produce and broadcast legally
- RTVI-8.6 Identify and evaluate communication law issues
- RTVI-8.7 Apply communication law to broadcasts and projects
- RTVI-8.8 Understand the importance of copyright laws and fair use exceptions of media reproduction, modification, distribution, public performance, and public display
- RTVI-8.9 Compare intellectual property with various legal rights to protect creative content

**Domain – Career Opportunities and Employment Skills**

**Core Standard 9** Students apply and adapt career resources to enhance career opportunities.

**Standards**

- RTVI-9.1 Analyze careers available in digital communications and the entertainment media
- RTVI-9.2 Investigate career opportunities offered by a technical school or college in digital communications and the entertainment media
- RTVI-9.3 Construct a professional resume
- RTVI-9.4 Produce a professional portfolio that demonstrates abilities
- RTVI-9.5 Students integrate use of terminology and understanding of organizational structure and interviewing principles to communicate clearly with other industry professionals

- RTVI-9.6 Recognize and apply industry standard terminology
- RTVI-9.7 investigate the organizational structure of the industry
- RTVI-9.8 Recognize and demonstrate preparation for and performance in professional interviews