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: Grade 11-12
- Recommended Prerequisites: Introduction to Communications
- Credits: 2-3 credits per semester, maximum of 6 credits
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- This course is aligned with postsecondary courses for Dual Credit:
  - Ivy Tech
    - VISC 105 – Video and Sound
  - Vincennes University
    - MDIA 120 - Audio Production I

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