Broadcast Guidelines to Remember for Daily Grades

Anchors

1. BACK BROADCAST ROOM – we will have **4 people total** in the back room filming every day. 2 anchors, 1 person to update loop (can be done of office computer) and 1 person to check email and write script.

See new rubric below. YOU WILL ALL GET THE SAME GRADE SO MAKE SURE YOU ARE CHECKING EACH OTHER’S WORK.

1. You will get a grade every Monday for the previous week’s duties. Grades will be listed week 1, week 2, etc.   
   I will post the schedule very soon for August.
2. Keep things fresh and unexpected when anchoring. The rubric below will be used for your anchor grade for the 9 weeks.

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| **Broadcast team duties for the week** | **Point Possible Each Day  200 for the week** | Comments | M | T | W | H | F |
| Anchors were smiling and enthusiastic, standing still, no gum, looks rehearsed | 10 |  |  |  |  |  |  |
| Broadcast was clean and concise, flow and tone were good | 10 |  |  |  |  |  |  |
| Script was correct and old info had been deleted | 10 |  |  |  |  |  |  |
| PowerPoint loop was clean and concise with relevant info EVERY DAY | 10 |  |  |  |  |  |  |

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| --- | --- | --- | --- | --- |
| Broadcast Team | Anchor 1 | Anchor2 | Script | PowerPoint |
| 8/13-8/17 | Jogel Ramirez | Cynthia Soto | Kaitlyn Carson | Ian Corbin/Anday |
| 8/20-8/24 | Kaitlyn Carson | Ian Corbin | Jogel Ramirez | Cythia Soto |
| 8/27-8/31 | Andrew | Ameen | Alex | Josiah |
| 9/3-9/7 | Josie | Shae | Madison | Zoe |
| 9/10-9/14 | Roderick Sharp | B’Jon Berry | Tyler Elrod | Tyler Jones |
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Broadcast Guidelines to Remember for Daily Grades

Reporters

\*Reporters can work in groups of 2-3 for the month of August.\*

Settings for reporting need to change at least once a week. Think of somewhere you haven’t filmed before. Make it interesting and have an opening and closing to the video with music and CAPTIONS!

Extra segments from reporters could include quote of the day, trivia, commercials from teachers for events, club spotlights, etc.

* 1. If you are not anchoring, **YOU ARE REPORTING every week**. I will not give you a subject. You are to find out what is going on at Northside and report the news.
  2. Market the good things that students, teachers, clubs, sports teams do! Every news report will be started Monday and due Thursday.

(COMPLETED AND UPLOADED TO NHSPATRIOTNEWS TURN IN FOLDER)

* 1. Every Friday, we will critique work turned in as a class.

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| Reporters | Clubs | Academics | Faculty | Student life | PSPN |
| 8/13-8/17 | B’Jon Berry  Jake Zetina | Sara Seamount | Zoe Samra  Taylor McClendon | Madison Hatfield  Josie  Chason | Ameen  Andy  Ian |
| 8/20-8/24 | Roderick Sharp | Nana | Ameen  Andrew | Josiah  Alex | Chason  Josie  Shae |
| 8/27-8/31 |  |  |  |  | Kaitlyn  Cynthia |
| 9/3-9/7 |  |  |  |  |  |
| 9/10-9/14 |  |  |  |  |  |
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Reporting Rubric

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| --- | --- |
| Opening | Closing Info (slide/canva image/social media post) | 20 |
| Smooth transitioning from reporter to interviewee or video to slide | 20 |
| Good location | attention to detail | 20 |
| Topic was fully promoted and properly researched and demonstrated in the video \*interview questions were well thought out | 20 |
| Hype Music added and the appropriate volume; I want to be able to hear you if you are talking! | 30 |
| Overall video is clean & concise and follows time requirements .45-1.00 in length | 30 |
| Demonstrate self confidence, poise, and good voice projection | 30 |
| Titles and graphics enhance video (you should ALWAYS captions on videos or use voice overs over slides of info) | 30 |
| TOTAL points | 200 |

Broadcast Guidelines to Remember for Daily Grades

Editors/Producers/Social Media Manager

Editors are responsible for editing all footage/videos and coming in at 7:45am to set up broadcast. Morning broadcast should be 7-10 minutes long every morning.

Points will be deducted if time is not met.

Producers are also responsible for checking off videos and students turn in.

SEE SPREADSHEET ON GMAIL- NHSMARKETINGCOMMUNICATIONS@GMAIL.COM

Each student will have 5 videos to complete each 9 weeks in addition to anchor/other duties.

Social Media Manager must make a calendar of posts and coordinate with Mrs. Clay to cover the same information from broadcast on our social media accounts.

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|  | Editor | Producer | Social Media Manager |
| 8/13-8/17 | Josiah Robinson  Alex Desteno | Mary Cawthorne | Gabriel Preston  Tyler Jones  Tyler Elrod  Mollie Pirog |
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| Date turned in | Video 1- Introduction, tell Northside who you are and what you do | Video 2-  What makes Northside Great?? | Video 3-  Sports, clubs or academics | Video 4-  Get to know…  Teacher, office staff, etc. – YOU MAY NOT USE SOMEONE WHO HAS PREVIOUSLY BEEN REPORTED ON – SEE SPREADSHEET | Video 5- Your Choice! |
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