

BROADCAST JOURNALISM LESSON PLAN

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LESSON SUMMARY: This lesson is meant to introduce and educate students on broadcast journalism. Depending on the level of interaction and discussion with class participants, this lesson can last 45-55 minutes or longer.

OBJECTIVE: Upon completion of these materials, students will understand the impact of broadcast journalism, different channels, and strategies to engage audiences.

MATERIALS AND RESOURCES NEEDED:

- Broadcast Journalism Video
 - *Run Time: 22 minutes, 35 seconds*
- Student internet access for test

INTRODUCTION / WARM-UP: Where/how do you receive news? i.e. social media, TV broadcasts, radio, etc.

INSTRUCTIONAL VIDEO OUTLINE

- Broadcast journalism definition
- 1:20 – Historical evolution and key moments in history
 - 1920's – radio; presidential election results
 - 1960's – TV; lunar missions
 - 2000's – social media; Hurricane Katrina
 - 2010's – live stream; 2012 London Olympics
- **3:33 – Question and Answer (optional stopping point)**
- 3:50 – Societal impact
- Accessibility
- Active citizens
- Interactive
- **5:24 – Stop the video here and consider the following:** Reflect on a time when you reacted to a news story or became an active citizen.
 - Where and how did you react to or share the news?
 - What act made you an active citizen?
- 5:36 – Legal considerations
 - Copyright laws
 - Fair Use Exemption – criticism, commentary, news reporting, teaching, scholarship, and research
 - Intellectual property ownership
 - Plagiarism and the consequences
- **9:12 – Question and Answer (optional stopping point)**

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INSTRUCTIONAL VIDEO OUTLINE CONTINUED

- 9:26 – Ethical considerations
 - Ethics
 - Journalists must be fair, accurate, unbiased
 - Use the 5 W's
 - Who – Individuals or groups involved
 - What – Main event or issue
 - Where – Location of the event
 - When – Timing of the event
 - Why – Reasons for the event
- **11:27 – Stop the video here and consider the following:**
 - Explore the factors of ethical journalism, especially the use of the 5 W's.
 - Discuss how asking questions such as “Who, What, Where, When, and Why” helps journalists to deliver a thorough and unbiased report, maintaining credibility in the Broadcast Journalism industry.
- 11:47 – Broadcast channels/formats
 - Traditional newscasts
 - Investigative reports
 - Talk shows
 - Feature stories
 - Documentaries
 - Podcasts
 - Video essays
 - Live streaming
 - Mobile journalism
 - Interactive news
- **16:39 – Question and Answer (optional stopping point)**
- 16:52 – Viewer opinions and how viewers share their thoughts
 - News organization website via surveys, comments, and emails
 - Social media via live Q&A, polls, and comments
- 18:25 – Audience engagement strategies- accommodating viewer preferences
 - Tailored Story Selection
 - Diverse Storytelling Approaches
 - Platform Selection
 - Tone
 - Interactivity
 - Responsiveness
- **21:12 – Stop the video here and consider the following:**
 - Reflect on two different types of news stories you've read in the past – one that is on a serious topic and another that is more fun and uplifting.
 - How was the tone different in each story?
- 21:24 – Conclusion and careers in broadcast journalism

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CLASS ACTIVITIES

Group Activity: Identifying Broadcast Journalism Formats

- The instructor should provide an example of each broadcast journalism format discussed in the video (traditional newscasts, investigative reports, talk shows, feature stories, documentaries, podcasts, video essay, live streaming, mobile journalism, and interactive news).
 - As a class, discuss each example and decide which format it exemplifies.
 - Examples could be a clip from a talk show, an episode of a podcast news segment, a feature story such as one about a child raising funds for their elderly neighbor, etc.

Independent Activity: Identifying Broadcast Journalism Formats

- Students should research a news story and identify the 5 W's within it (who, what, where, when, and why).

LESSON EVALUATION:

Students complete the Broadcast Journalism test on [MyCareerTech.com](https://www.mycareertech.com).