

TO: Dr. Bruce Cusack
Director, CTE programs

FROM: Stella Onggako
Broadcast Journalism, SHS

DATE: March 19, 2004

RE: Honors Credit for Broadcast Journalism II, III & IV

I am writing to propose that Broadcast Journalism II, III & IV students receive honors credit. These are one-term courses each. Juniors and seniors in this course are highly successful, motivated completers of the two-year broadcast program. Students in this class must have an 85 average and the recommendation of the teacher. These students become producers in their third year, which is the most demanding and important position on the *Real TV* staff.

As producers, they are responsible for overseeing the planning and production of two shows per week. The role of a producer takes careful planning, strong character, and plenty of patience. They are in charge of 10 to 14 other students, acting essentially as the “boss.” They are able to manage the studio on a day-to-day basis with minimum direction from me. They often clock in hours before and after school in the studio, as well as sacrificing many lunchtimes in order to get the job done. I expect top-quality programs from them every day, as our show is broadcast to the entire student body and faculty and is submitted into various competitions throughout the year.

The following is their list of responsibilities as producer, which counts for 40% of their grade:

- Produce 6 shows (2/week) for 3 weeks
- Collect all information for broadcast. Make sure anchors have all information needed.
- Assist anchors in writing script. Make sure stories flow smoothly from one to another.
- Select packages to air. Producer must preview each package before it airs.
- Stack the show appropriately, leading with new and most important stories.
- Make any changes to script and print hard copy. Make sure to mark the script to include camera and anchor changes.
- Submit final script and disk to Ms. Onggako for approval.
- Make copies of scripts and distribute.
- Ensure that someone is staffed in one of the 10 studio positions needed.
- Oversee the taping of the show from start to finish. Time management is very important and the producer is key to making sure that everyone stays on task to finish on time.
- Assists director and others during tapings.
- Handle post-production, including selecting video, adding graphics, and “cleaning up” any glitches or errors.

When they are not producing a show, they act as supervisors to other staff members. As supervisors, it is their duty to assist reporters in producing their packages in all aspects as well as the following:

- Oversee the set-up and break-down of each show
- Answer questions of staffers about positions

- Acting as an efficient role model during broadcast taping
- Checking all equipment after broadcast to make sure it is ready for the end of the day
- Training staffers on new technical positions
- Training anchors and overseeing their script preparation
- Conducting staff meetings to set production deadlines
- Assigning packages
- Assessing progress of assigned packages
- Giving advice and tips on better final product in packages (done in staff meetings as well as done personally)
- Conducting well organized, beneficial staff meetings
- Evaluating broadcast (packages, anchoring, and post-production) in staff meetings

The top supervisory roles are given to producers. Those positions are News Director, Assignment Editor, Sports Director, and Marketing Director. They are voted on by their peers and final selection is made by me. Each of these positions has its own list of responsibilities in its own, which is attached in a separate document.

In addition to their role as producers, these students fill the positions of reporters, anchors, directors, camera persons, teleprompter operator, playdeck operator, audio, and graphics. They are familiar with each of these positions and have the capacity to train other members. They also take on projects outside of the classroom. They represent our broadcast program and often speak in my place at career fairs. They have acted as consultants to elementary, middle, and high schools developing their video production programs.

These students attend professional conventions where they meet with other students from around the state and southeastern region with similar programs. I can attest that they are quite competitive and boastful when it comes to discussing *Real TV* to outside people. I am extremely proud of the professionalism in which they conduct themselves and their extensive knowledge of broadcast news that they are so willing to share with others. They are very proud of what they have accomplished and they have every reason to be.

Real TV consistently receives high honors at the state, regional, and national level.

- We are the recipients of the 2004 Scroggins Award for Best in Broadcast from the Southern Interscholastic Press Association.
- For the past 4 years, we have received an “All-Southern” rating from SIPA, which is the highest rating awarded.
- Also at the annual SIPA convention this month, one of our producers was awarded a \$500 scholarship to the University of South Carolina’s School of Journalism.
- We were contacted by and assisted CBS “60 Minutes II” with providing video for their program.
- We are a flagship school of Channel One News, a national news program for high school students. This means that they often call on us to conduct interviews and capture video from our school on a given topic for use on their program.
- Our highest honor was received in the spring of 2003 when we were awarded a national first place for Daily Announcement Show by Student Television Network and Channel One News.

These recognitions do not come without a lot of hard work, true dedication, and long hours put forth by the producers. I manage this program and treat them as employees in a professional working television news program. They can't reach this level of performance without first proving themselves in the first two years of Broadcasting. They go into the third year knowing it comes with many added responsibilities and they look forward to it. Many of them are pursuing a career in broadcasting by choosing schools based on their strong journalism programs.

I feel strongly that Broadcast II, III & IV is deserving of honors credit. I hope I have provided enough information for this to be accomplished and pushed forth for the 2004-2005 academic year. I have also attached the academic standards and competencies for Broadcast Journalism. I will gladly provide additional information if needed. Thank you very much for your consideration.