

## **AN OVERVIEW OF THE SPORTS BROADCAST INSTITUTE (SBI)**

*A division of Rockdale College and Career Academy Video Production Department*

### **INSTITUTE OBJECTIVES**

The main objective of the Sports Broadcast Institute (SBI) is to prepare high school students for a career in sports or news broadcast production.

The SBI will reach this objective by creating a content-driven work environment for students to create a variety of content types while working within the Georgia Department of Education (GaDOE) performance standards for Audio-Visual Technology and Film (AVTF) II and AVTF III coursework.

### **INSTITUTE METHODS**

A deep integration of classroom theory and practical application paired with a real-life and relevant work environment will prepare students for the fast-paced world of sports and news broadcasting.

Students will work in cohorts that will rotate throughout the school year in order to gain experience in live production, studio production, feature story production, and graphics/marketing.

Each semester will close with a portfolio review, presentation, and interview. At the end of the fall semester, the school will handle these three activities internally. But at the end of the spring semester, outside industry and community leaders will participate in the activities.

Students will use Google Drive and the related apps to receive, edit, and, return work as assigned. The rotation assignment forms will be distributed to the group prior to the first day of the rotation via Google Drive. Students are to collaborate and create the content listed on the assignment sheet.

## **ASSIGNMENTS/TASKS**

Each cohort will have a set of tasks to complete each week and during each bi-monthly rotation. Below is a list of possible tasks that groups can complete during each rotation.

### **Live Production**

Students will produce all elements two weekly broadcasts including play by play, multiple camera coverage, and more. These students will also be responsible for creating weekly game highlights as well as completing all aspects of in-game production.

Students will also create weekly coach's shows to be posted online for use by the School news.

### **Newscast**

Students will prepare a weekly newscast utilizing elements from the live production and feature/commercial teams paired with stories written for the newscast.

### **Feature/Commercial**

Students will prepare feature stories, commercials, or documentaries for the live productions and newscasts.

**ALIGNMENT WITH THE GEORGIA DEPARTMENT OF EDUCATION PERFORMANCE STANDARDS**

The chart below shows how each SBI element aligns with the GaDOE standards.

**AAVTC-AVTFII Standards**

Standard	Live Production	Newscast	Features/ Commercials
<p><b>AAVTC-AVTFII-1.</b> Demonstrate employability skills required by business and industry</p>	<p>Students will work in teams to produce live broadcasts. In order to be successful, students must manage time, equipment, and expectations. Students will also need to demonstrate troubleshooting skills.</p>	<p>Students will work in teams to create the newscast. In order to be successful, students must manage both their time and participating individuals.</p>	<p>Students will work in teams to produce features and commercials. Students will work on research and interpersonal skills as they contact people for interviews and filming rights.</p>
<p><b>AAVTC-AVTFII-2.</b> Demonstrate use of multiple types and formats of programs and productions, including the planning, explaining, writing, and performing of a script.</p>	<p>Students will create rundowns and prep sheets for each live event in order to know the elements needed to produce the event.</p>	<p>Students will create a rundown for each newscast in order to prepare stories and elements needed for the newscast.</p>	<p>Students will work with a variety of scripts as they prepare for the different production elements.</p>
<p><b>AAVTC-AVTFII-3.</b> Identify and demonstrate specified operational and set-up/maintenance procedures</p>	<p>Students will set up and prepare for each live broadcast.</p>	<p>Students will set up and prepare the studio for each newscast.</p>	<p>Students will prepare for the production of commercials and features.</p>
<p><b>AAVTC-AVTFII-4.</b> Perform advanced editing operations</p>	<p>Students will work with a variety of advanced editing operations including a multicaster, wirecast, Vmix, PlayOn producer and more.</p>	<p>Students will work primarily with the multicaster to produce newscasts.</p>	<p>Students will work with the Adobe Creative Suite of products to create their productions.</p>

Standard	Live Production	Newscast	Features/ Commercials
<b>AAVTC-AVTFII-5.</b> Demonstrate teamwork and proper use of equipment while participating in studio productions.	All elements of live productions require teamwork.	All elements of the newscast require teamwork.	Students will work as a team for the production elements of this rotation.
<b>AAVTC-AVTFII-6.</b> Demonstrate correct operations for studio and field lighting	Students must be aware of the lighting conditions for the live broadcasts.	Students will prepare the studio for the newscast by preparing for a chroma key and other lighting needs.	Students will work to create a lighting scheme that works best for all of the elements that they produce.
<b>AAVTC-AVTFII-7.</b> Create production graphics	Students will gain a better understanding of how to create production graphics by using graphics in a live production.	Students will gain a better understanding of how to create production graphics by using graphics in a newscast.	Students will create the lower third and other elements needed in their commercials and features.
<b>AAVTC-AVTFII-8.</b> Identify and research related career opportunities.	This focus of the SBI is for students to investigate careers.		

### AAVTC-AVTFIII Standards

Standard	Live Production	Newscast	Features/ Commercials
<p><b>AATC-AVTFIII-1.</b> Demonstrate employability skills required by business and industry.</p>	<p>Students will work in teams to produce live broadcasts. In order to be successful, students must manage time, equipment, and expectations. Students will also need to demonstrate troubleshooting skills.</p>	<p>Students will work in teams to create the newscast. In order to be successful, students must manage both their time and participating individuals.</p>	<p>Students will work in teams to produce features and commercials. Students will work on research and interpersonal skills as they contact people for interviews and filming rights.</p>
<p><b>AATC-AVTFIII-2</b> In an independent production setting, select and develop the direction of specialization for news, film, and graphics.</p>	<p>The third year students will lead each cohort.</p>		
<p><b>AATC-AVTFIII-3</b> Create portfolios to include resume, letter of recommendations, references, list of skill sets, and demo reel highlighting of the students' skill sets</p>	<p>Each cohort's final project includes a portfolio presentation.</p>		
<p><b>AAVTC-AVTFIII-4</b> Demonstrate collaborating effectively in group media production</p>	<p>Live productions require collaboration.</p>	<p>All newscasts require collaboration.</p>	<p>Students will work together to brainstorm topics, techniques and more while preparing feature and commercials.</p>