

## Promotional Applications in Media I-IV: Mrs. Franks

*Welcome to the Cooper Media Team. Everyone plays an integral part in our success. I look forward to working with you and making this a great year for all of us!*

### **IN MEDIA I-IV, STUDENTS WILL...**

- perform on the news broadcast COOPER NOW.
- learn to use all production equipment properly
- learn camera skill techniques and how to interview effectively
- learn how to edit using Final Cut Pro
- learn how to edit audio productions
- create commercials that promote upcoming school functions or events
- create the monthly video program which includes interviewing students and teachers, writing and creating feature stories, filming sporting and extra curricular events, coordinating the monthly school calendar, etc.
- create individual video projects (music video, documentary, instructional video, video scrapbook, short film, public service announcement, etc.)
- learn how to interact as an effective team member and act professionally.

### **GRADING SYSTEM:**

Students will be evaluated many times throughout the semester. Grades are based on successful completion of the following assignments/projects.

- WEEKLY BROADCAST VIDEO ASSIGNMENT/PERFORMANCE
- PERFORMANCE-BASED QUIZZES & TESTS
- CLASS PARTICIPATION
- EXTRA-CURRICULAR EVENT COVERAGE
- SEMESTER PROJECT
- FINAL EXAM

### **CLASSROOM PROCEDURES:**

1. Report to class before the bell rings.
2. Attend daily team meeting and listen to the teacher.
3. Work on video assignment during class.
4. Return equipment to its proper place and prepare equipment for the next use.

### **REQUIREMENTS:**

At this time, there is no required fee. However, students should purchase at least one mini DV tape (60 min) and one DVD-R to use for individual video projects. It is also *recommended* that each student bring a 2 GB flash drive/jump drive (USB removable external drive) to store large video & audio files.

### **CONTACT INFORMATION:**

If you need any assistance or have any questions, please approach me in the beginning of class. You can also email me at [kristen.franks@boone.kyschools.us](mailto:kristen.franks@boone.kyschools.us)

### **SCHOOL GENERAL WEBPAGE:**

<http://www.cooper.boone.kyschools.us/>

### **COOPER NOW Website:**

<http://www.schooltube.com/user/CooperNowMedia>

## **Media I-IV Grading System**

### **BROADCAST PERFORMANCE:**

Each student will participate in the newscast COOPER NOW. After everyone has been trained, students will begin sharing production responsibilities. Everyone is expected to be on camera at least once. As a team, we will determine broadcast duties/roles. Also, students will be responsible to produce commercials and will be graded on each product.

### **WEEKLY PROGRAM/BROADCAST ASSIGNMENT:**

Each student will be given a weekly video assignment that will be aired during Friday's JAM class. That means, students will be required to do any video assignment such as: creating a commercial, interviewing students and teachers, producing additional feature stories, filming sporting events and extra curricular events, compiling and completing the upcoming calendar, creating a music video or short film, etc. It is important to stay on task and stay ahead of schedule. These videos will be compiled and submitted to run on the Boone County local cable access program, Channel 15.

### **WRITTEN AND PERFORMANCE-BASED QUIZZES:**

Upon completion of training, students will complete written quizzes and perform basic skills tests to demonstrate their knowledge of camera skills, interviewing techniques, production equipment, and editing software.

### **CLASS PARTICIPATION:**

Students will be evaluated by their daily participation. Class participation means that students will put forth effort on a daily basis to work on assigned projects and/or help others. Students must come to class on time and have low absenteeism. It is important that students cooperate with other team members, seek ways to improve show quality or job performance, handle equipment with care, and come to class with a positive attitude. Students will be observed and an evaluation form will be completed before each grading period. Class participation points will be deducted if a student chooses to stay off task. In this case, if an assignment is late, the grade will drop 10 points automatically.

### **EXTRA-CURRICULAR EVENT COVERAGE:**

Every student is REQUIRED to videotape *at least* TWO extra-curricular events (homecoming, band concert, choir concert, school play, senior night, awards night, etc.) (one in fall and one in spring). A sign up sheet will be posted so students can make proper arrangements to attend the event.

### **SEMESTER PROJECT:**

Each student will create a semester project. A project packet will be given to students explaining requirements for each level.

### **MID-TERM AND FINAL EXAM:**

Students will be assigned a video project that will count as the semester exam.

***If a student performs at a "C" or below average level, then he/she will be removed from the class. I will not tolerate laziness or insubordinate behavior. Every student is valuable to the team. We must be able to rely on each other for quality work.***

## Media Communications Contract Agreement & Classroom Rules

Thank you for showing interest in Cooper High School's Media class. You have been selected because of your past performance in and out of the classroom. In order to assure smooth sailing, the following is set forth so that you will understand the expectations established for the class and know what responsibilities lie ahead.

1. Students will be assigned some outside work, e.g. videotaping school events which take place outside normal school hours.
2. Students will report on time for all job assignments. It is imperative that you contact another member of the class or Mrs. Franks in the event that you will be absent from class or unable to fulfill your job requirements.
3. Students will keep their Media I.D. badge on their person when leaving the class to work on a project or during an extra curricular event (when filming).
4. Students will work as a team and cooperate effectively with one another. Any student who cannot or will not be a responsible production team member may be removed from the class.
5. Students will behave responsibly and treat peers and equipment with respect.
6. Students will complete homework/project assignments by the required deadlines.
7. Each student will have opportunity and responsibility to work on the daily newscast.
8. Students will learn how to operate all pieces of equipment properly.
9. Any abuse or lack of responsibility in regards to equipment will result in a teacher-student conference and consideration of removal from class.
10. Students will be held accountable for equipment they have checked out. For example, if a student is recording an athletic event or dance, he/she is the *only* one who should be using the camera. A student who does not act responsibly will be warned the first time; on the second offense, removal from the class will be considered.
11. Students must return equipment to its proper place as soon as possible following the event.
12. This class period is not a time for students to take care of personal business such as homework, visits to teachers or coaches, or trips to retrieve forgotten articles when projects are due. If a student has a project due then that student should be working on that project –not studying for a test or working on homework. Do not ask permission to do any such activities. If a student chooses to “sneak” out of class, it will be considered as skipping a class. If a student is not working in the studio or on a special assignment, the student is expected to be present in the classroom.
13. All production equipment, tapes, CDs, DVDs, MUST be stored in the appropriate areas when you leave class. Daily inventory will be taking place.
14. Students will need to contribute one labeled mini DV tape (60 min) and one DVD-R to use for individual projects.
15. Students will use abide by the ATUP guidelines set forth by RCHS. A student who plays videogames or downloads material without strict permission from Mrs. Franks will face an immediate discipline referral.

## Media I-IV: Mrs. Franks

### Classroom Rules:

1. Come to class on time.
2. Respect Others.
3. No food or drinks are permitted near video equipment or computers.
4. Substitute teachers should be treated in a respectful manner.

### Consequences:

1. Verbal warning
2. Conference with student
3. Removal from the class

### Note: Some actions may warrant an immediate discipline referral such as:

1. Profane language
2. Playing video games or downloading material on classroom computers
3. Defacing or abusing school property
4. Other areas as outlined in the Student Code of Conduct book and AUP agreement.

Complete the form below and return it by: \_\_\_\_\_

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### To Student: Read and sign to accept contract agreement:

*I have read the contract and guidelines for this class. By signing this contract, I understand that I am expected to be a responsible and professional team member. I will strive to meet all expectations, and I understand the consequences that may result in case of failure of meeting such guidelines.*

\_\_\_\_\_  
Print Student Name

\_\_\_\_\_  
Student Signature

**To the Parent/Guardian:** Please read the contract and general guidelines for your son/daughter. If you have any questions, please contact me during the school year at 384-5040 or email me at [Kristen.franks@boone.kyschools.us](mailto:Kristen.franks@boone.kyschools.us).

Best Regards,

Mrs. Kristen Franks

*I have read the contract and guidelines for my son/daughter and understand them. I will be available for contact if necessary at the following phone number or email address:\_\_\_\_\_.*

\_\_\_\_\_  
Signature of Parent/Guardian

**Note: This class will be videotaped throughout each semester for educational purposes.**