

NEWS BROADCAST PROJECT

Score: 110 points as group grade; 40 points as individual grade

Your assignment is to produce a live news broadcast, lasting **five to seven minutes**. You will coordinate this effort with your group members and follow the guidelines below.

Each broadcast must include:

- One commercial break (no more than two commercials)
- Reports on school, local, national, **OR** international topics
 - Two of the reports should be positive in nature
 - Two of the reports should be negative in nature
 - One of your stories can utilize a field reporter
- Weather report and/or traffic report
- Sports and/or entertainment report
- Google Slides presentation to be shown on the screen behind the “news desk” containing the following
 - Broadcast company name/logo
 - Commercial video(s)
 - Slide with graphics for each report (Weather map, Traffic symbols, Sport Logo, etc...)

Commercial guidelines:

- Total commercial time should not exceed 90 seconds
- Each commercial will utilize **at least two** Advertising (Propaganda) Techniques as discussed in class (if doing two commercials, each must have at least one Technique)
- Commercial(s) can be for any product or service as long as it is classroom appropriate
- Commercials must be video recorded (use the Splice app and upload to your g.fayar.net YouTube account) and inserted into the Google slides presentation

Further guidelines:

- All group members should be **actively involved** in the preparation AND performance aspects of this project. Every group member will speak for about 60 seconds during the live presentation.
- Each group must come up with an original name for their broadcast company (i.e. CNN or MSNBC). Each group will make a logo with the company name to be included in Google slides presentation
- Each group will utilize the Project Checklist on the next page
- The broadcast will be presented live in the classroom and should be well rehearsed with smooth transitions between stories.
- Remember to be creative and have fun! However, presentations should be professional and therefore classroom appropriate (clean). **YOU CAN MAKE YOUR NEWSCAST FUNNY, BUT YOU SHOULD NOT LAUGH AT YOURSELVES WHILE PRESENTING.**

Live news broadcasts will be presented on this date: _____

Your group will be graded based on your creativity and professionalism. (See Rubric)

Name _____

Class Period _____

Oral Communication

News Broadcast Project Checklist

1. Name of our News Organization (like CNN or FOX News) _____
2. Will our news stories be real/factual or invented? _____
3. Will our news broadcast be serious or funny? _____
4. Will our stories be about school, local, national, or international topics? Or a combination? _____
5. News story topics and responsible student (reporter)
 - a. Positive news story #1 _____
 - b. Positive news story #2 _____
 - c. Negative news story #1 _____
 - d. Negative news story #2 _____
 - e. Weather report _____
 - f. Traffic report _____
 - g. Sports report _____
 - h. Entertainment report _____
6. Google Slides
 - a. One group member create and title the slide presentation, then share with all other group members
 - b. Each student can edit and add slides for their stories
 - c. Organize the stories in whatever order suits your group
 - d. Double check: does our slide presentation include our news organization name, a slide for each news story, and our commercial(s)?
7. Commercial—must be video recorded. Please use the **Splice** app: user friendly and Google friendly
 - a. What are we going to advertise with our commercial?

 - b. Which two Advertising (Propaganda) Techniques will we demonstrate during our commercial? How will they work? _____

 - c. Who will act in our commercial? _____
 - d. Who will film our commercial? _____
 - e. Who will edit and upload our commercial? _____
 - f. When during our News Broadcast will the commercial break occur?

8. Final Check/Rehearsal
 - a. All news stories are written
 - b. All group members will speak for about 60 seconds each
 - c. Commercial is complete and uploaded to YouTube and embedded into Google Slides
 - d. Google Slides presentation is complete and shared with Sone
 - e. Our group has rehearsed, we have smooth transitions, and we are all very familiar with our news stories
 - f. Our presentation time is _____ which is between 5-7 minutes

Name _____

Class Period _____

Oral Communication

NEWS BROADCAST PROJECT RUBRIC

Group Members _____

110 points possible

Presentation time: _____

Criteria	Excellent	Good	Fair	Poor	Score
All news stories were well written and appropriate in nature	10-9	8-7	6-5	4-0	
The commercial(s) was appropriate, contained Advertising Techniques, and was effective in getting its message across to viewers	10-9	8-7	6-5	4-0	
Weather and/or Traffic report was informative and professional	10-9	8-7	6-5	4-0	
Sports and or/ Entertainment report was informative and professional	10-9	8-7	6-5	4-0	
Transitions between segments were smooth and presentation seemed well-rehearsed	10-9	8-7	6-5	4-0	
Google slides presentation includes required elements and supports the live broadcast without distracting	10-9	8-7	6-5	4-0	
All group members participated in the presentation and demonstrated effective teamwork skills during preparation	10-9	8-7	6-5	4-0	
All group members can be heard and understood, both during the live presentation and the commercial video(s)—focus on articulation and being in control of your speaking voice	10-9	8-7	6-5	4-0	
All group members make eye contact with audience, using script notes minimally	10-9	8-7	6-5	4-0	
Group was prepared, well-organized and professional during the presentation; any humor was appropriate	10-9	8-7	6-5	4-0	
Presentation meets time requirements: 5-7 minutes total	10-9	8-7	6-5	4-0	
Comments:					Total Score:

Name _____
Oral Communication

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Peer Evaluation Worksheet—to be completed after the live presentation

Instructions: First write all of your team members' names in the first row. DO NOT WRITE YOUR OWN. Then, using the scale below, rate each member in each category. You may use any whole number 0 – 10. BE HONEST. You MUST explain the score you give each of your group members on the bottom of this page. 40 total points possible

Student's Name				
Participation				
Attitude				
Role				
Total Effort				
TOTAL SCORE:				

0 = did nothing/terrible attitude

3 = barely did anything/bad attitude/didn't stick with the group

6 = did his share and nothing more/okay attitude/strayed from the group

8 = did what was expected/good attitude/stuck with the group for the most part

10= did more than was expected/great attitude/stuck with the group the whole time