



Lesson Number: 5	Date: May 2022
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Lesson Name: Broadcasting

Lesson Description: Watching your favorite television show, listening to your favorite song on the radio, or staying up-to-date with current events is made possible for millions of people everyday through broadcasting. Broadcasting is the process of distributing audio and/or video content electronically to a large audience. Navigate through this lesson to learn how leaders in the broadcasting industry are working to deliver your favorite content to you every day.

Question to think about this lesson: How does broadcasting play an influence in people’s response to local, national, and international events?

At the end of this lesson, students will <u>KNOW</u>: The importance of objective reporting	At the end of this lesson, students will <u>BE ABLE TO</u>: Identify the elements of a good story	At the end of this lesson, students will <u>THINK ABOUT</u>: The importance of ethical journalism
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Lesson Vocabulary:
Broadcasting; Engineers; Cybersecurity Experts; Producers; Editors; Journalists; Meteorologists; News Anchors; Marketing Managers; Accountants; Human Resource Managers; Factual; Opinion; Accurate; Objective; Bias; Ethical Journalism

- OBJECTIVES:**
- Understand the role of broadcasting in delivering important information to the public.
 - Think about the different roles that work together to make broadcasts possible.
 - Identify the elements to producing a good, newsworthy story.
 - Learn about the importance of diversity in broadcasting and media.

Materials	Lesson worksheets; Electronic device with Internet access; Paper; Pencil/pen
Opening Question	What is the power of storytelling?
Mini-Activity	Activity - Fact Finder
Lesson	Lesson 5 - Broadcasting
Summary	This lesson explores the role of broadcasting in delivering information and entertainment to homes every day and the important role of journalists in producing factual, objective, and ethical news stories.
Weekly Homework	Have students complete the Ethical Journalism worksheet and discuss their answers during the following program session.
Supplemental Activity	Have students complete the Delivering Breaking News worksheet to use their creative thinking skills to plan a news story proposal.