

ITV / Morning Announcements

Most elementary schools in Broward Public Schools have incorporated a "Morning Announcement" or "Morning News Show" into the daily library media program. A television studio is a wonderful opportunity to spotlight and challenge students to gain independence in planning, writing, producing, supervising and performing in television productions. Opportunities for diversified public speaking and production experiences are provided through the daily morning announcement program broadcast over the school's closed circuit TV system. Included in the daily news show are news anchors, guest announcers, student/class performances, multicultural interactive activities, art displays, vocal music interpretations, and presentation of student awards.

The task of supervising a morning news show is generally the responsibility of the media specialist. The production of the morning news show offers the media specialist an opportunity to promote the library media program.

Some guidelines in designing a show:

- ❑ Promote the positive attributes of your school
- ❑ Publicize library media services
- ❑ Provide a service to the school and community
- ❑ Allow for student creativity
- ❑ Establish instructional objectives
- ❑ Determine length of show
- ❑ Promote reading motivation

Program ideas:

- ❑ Tip of the week
- ❑ Trivia questions

- ❑ Book talks
- ❑ Art projects
- ❑ School happening
- ❑ PTA announcements
- ❑ FCAT question of the day, week
- ❑ School book fairs
- ❑ Interview teachers
- ❑ Highlight careers

Day to day operation of a show:

- ❑ Establish a designated time and place for your production
- ❑ Determine the best format for your show. Follow the same format each day to establish consistency
- ❑ Establish a level of professionalism for students
- ❑ Determine if show will be live or taped

How to select students to participate in morning announcement:

- ❑ Develop an application process for students
- ❑ Determine grade levels for applicants
- ❑ Interview each applicant
- ❑ Rotate jobs between students
- ❑ Rotate crew between grade level

Job assignments for news show:

Anchor: Two students to read announcements on a rotating basis

Audio technician: Connection and placement of the external microphones and operating the audio mixer.

Camera operator: Setting up the camera on a tripod, turning the camcorder on, creating the correct shot, taping the segment, and fading out as the show concludes

Script Writer: Collects news and creates a script following the designated format.

VCR Operator: Cues, loads, and plays all segments and records the program.

Director: Make sure everyone is at the designated station, give a simple countdown at the beginning of the program, and tell the VCR Operator when to begin segments.

Weather Person: collect the weather forecast for the day, have weather charts available and give weather forecast.

Computer Operator: Operates computer according to setup of equipment.

Special Program Team: 2 or more students who can visit classroom and videotape specific events

Guest Announcer: members of a class responsible for a given time period to present reports related to historical events, notable persons as well as trivia questions related to curricula. Responsibility for the guest announcer spots requires that students synthesize information acquired through independent research. Various themes can be correlated with classroom activities such as global awareness, historical events, current information, and trends. Interviews can also be conducted with special guests such as career opportunity representatives, safety experts. Student Council members can also advertise school-wide projects and events. Administrative staff can recognize other students through cameo appearances, Student of the week programs, Perfect attendance, Citizen of the week, Character Ed.

Morning announcement program can be customized through the use of character generators, computers, student artwork and displays. Many schools begin with selections of patriotic, traditional and popular music coordinated with the music teacher and pre-recorded or performed live. It is suggested that schools planning a morning announcement program research and visit other schools with successful programs.

How do you select your morning announcement crew?

- Develop an application process
- Interview each applicant
- Rotate jobs between students
- Select students from different grade levels

ITV equipment ordered for new elementary schools:

- Audio Mixer -1
- Camcorder, portable, digital studio -1
- Character generator -1
- Computer, digital video -1
- Microphone, handheld w/stand - 2
- TV, 27" -1
- TV monitor 14" (editing, taping, distribution) - 3
- TV/VCR combo 13" (taping & distribution) - 2
- Videotape recorder/player -3
- Video mixer -1

BECON's Services Department is responsible for the repair and maintenance of the district's Instructional Television Fixed services and closed circuit television systems. For more information contact Trevor Thomas, School Services Manager, at 954-370-8376.

Learning Resources Dept/gl/2003