**Course: Agricultural Communications**

**Unit:** (Standard 7) Students will Explore Broadcasting, Multimedia, and Online Communications

**Unit Objectives:**

1. Describe the role of radio, television, and online broadcasting in agricultural communication.
2. Write a news script for a radio, television, or online news broadcast.
3. Describe and practice public speaking skills required for broadcasting.
4. Write and record a public service announcement for radio or Web broadcast.
5. Produce (i.e., write, record and edit) a news story for radio, television or Web broadcast.
6. Create online communication media including websites, news blogs, podcasts, or digital news broadcasts.

Materials Needed (Equipment):

* Lesson Plans
* PowerPoint
* Computer with Internet
* Digital Recorder
* Job Sheets
* Practice Radio Scripts
* Paper

Facilities: Classroom and Computer Lab

Interest Approach #1:

To bring interest in the students about broadcasting, you can show the video “God Made a Farmer,” by Paul Harvey. The video can be found on YouTube. You can open discussion about how this has made an impact on the agricultural industry, tying this into broadcasting.

Interest Approach #2:

Ask a local farmer or ag producer to guest lecture to the class. Have students individually prepare a list of five questions to ask the farmer or producer and have each student ask at least one question. Students should take enough notes, so they will be prepared to write a short-script about the lecture. You can talk about the importance of knowing your audience and content of the story.

Objective A: Describe the role of radio, television, and online broadcasting in agricultural communication.

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| **Curriculum (Content)****(What to teach)** | **Instruction (Methodology)****(How to teach)** |
| **How Do You Think Radio, Television, and Online Broadcasting made on Impact on the Agricultural Industry?****Radio and TV’s Importance*** PR values radio and television’s mass and specialized audiences
* Radio reaches 94 percent of adults 18+ daily; total audience about 225 million
* Radio particularly strong among Hispanics, the U.S.’s largest and fastest growing minority
* Teenagers are also big listeners of radio, primarily through online sites
* A 2008 study found that college grads aged 25-54 listen to the radio almost 16 hours a week; non-college grads listen 21 hours a week
* 33 million Americans 12+ listen to a radio station over the Internet during the average week
* Local television attracts about 150 million Americans on a daily basis and the average U.S. family still spends about 7 hours daily watching TV, according to NAB

**PR Access to Radio and TV*** Writing and preparing materials for broadcast outlets require a special perspective
* Must understand how to write for the ear
* How to integrate audio and visual elements into a script
* How to harness the power of satellite and digital communications to conduct media tours that can reach a global audience
* How to get spokespeople on broadcast programs

**Radio’s Strengths*** While radio may lack the glamour of TV and the popularity of the Internet it is, especially on the local level, a cost-effective way to reach large numbers of people in various age, ethnic, and income groups
* Radio remains the only mass medium that can reach millions of Americans as they commute to and from work and elsewhere in their cars
* Its portability, due to transistors, expands radio’s reach to workers on the job, people doing exercise, people working in yards, at the beach

**Radio News Releases*** Radio station staffs often have to rewrite print releases to conform to broadcast style
* But the most effective approach is to send news releases that are formatted for the medium
* Radio is based on sound, so every release must be written so that it can be easily read by an announcer and clearly understood by a listener

**Audio News Releases*** A more effective approach is to send a station a recording of the news announcement
* An ANR can consist of someone reading the 15, 30 or 60 seconds of copy or it can have someone reading plus one or more sound bites from, say, a satisfied customer, a celebrity or a company official or spokesperson
* The second way gives station staff the option of just using the entire recording or just the sound bite(s)

**ANR Steps*** Production-process starts with a carefully written and accurately timed script; then record the words; make sure sound quality is the best it can be; add music, effects
* Delivery-in a survey of 305 news-talk stations, 75 percent preferred to receive email notifications about ANRs, 20 percent wanted to be notified via news network feeds and 10 percent preferred fax notifications. Radio stations prefer to receive actualities by phone. They can also be delivered via satellite networks, CDs, and MP3 formats
* ANRs are considered a bargain compared to producing material for television (p.214 examples)
* Important to monitor usage—many organizations send a return postcard on which the station can report use (low response rate); can also call to ask if and how many times ANR used, then use Arbitron ratings to determine the estimated audience
* Monitoring services can scan radio and TV stations in major markets and give a report within 24 hours of something being aired

**Success in Radio/TV Story Placement*** Topicality–news is about issues that matter to the majority of listeners and viewers
* Timeliness–strive for “now, today, tomorrow” not “yesterday” in stories
* Localization–If it’s not local, it’s probably not news
* Humanization–Show and tell how real people are affected
* Visual Appeal–Provide vibrant, compelling sound bites or video footage that subtly promotes but also illustrates and explains

**TV’s Irresistible Appeal*** Television’s visual element sets it apart from other media–the combination of color, movement, sound, and sight on a screen in your own living room is hard to resist
* TV remains the primary source of news, information, and entertainment for most people
* Local TV news attracts 150 million viewers daily; network news reaches 30 million; prime-time national cable, 3 million; and regional cable, 31 million
* Network News Ratings Up
* PR people should understand and keep up with ratings
* TV/Cable Ratings
* Zap2it.com

**Getting Attention from Television: Four Approaches*** Send same news releases you send newspapers
* Prepare a media alert or advisory, stressing the strong visual appeal of the story or event
* Phone or email the assignment editor or program producer to make a “pitch” to cover a story or have your guest on a program
* Write and produce a VNR (video news release)

**Video News Releases (VNRs)*** VNR is, essentially, a television release converted to a finished tape (digital file) that can be broadcast
* The standard length is 90 seconds; the length preferred by the overwhelming majority of TV news directors
* VNRs are much more expensive to produce than ANRs–on average $20,000 to $50,000 for production and distribution
* So you’ve got to decide if the cost is worth the results you may (or may not) achieve
 | **PPT: ROLES OF RADIO, TELEVISION AND ONLINE BROADCASTING****Slide 2:**These slides explain the importance radio and television has on communication and media. **Slide 3:** Explains how to access radio and television in communications.**Slide 4:****Slide 5:****Slide 6:****Slide 7-9:****Slide 10:****Slide 12:****Slide 14:****Slide 15:** |

Objective B: Write a news script for a radio, television, or online news broadcast.

Objective C: Describe and practice public speaking skills required for broadcasting.

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| **Curriculum (Content)****(What to teach)** | **Instruction (Methodology)****(How to teach)** |
| **NEWS WRITING FOR TELEVISION & RADIO BROADCASTING****Broadcasting:*** Writing for radio and television is different from writing for print.
* You must read for “the eye,” and sound good for “the ear.” Instead of writing just for “the eye.”
* You have less space and time to present the information.
* The listener cannot reread the sentences to understand the content.
* Added complexity that the story has to sound good.
* The script must paint word pictures with the words used in the story.

**Broadcasting – Attributes:*** The writing style should be conversational
	+ Write the way you talk
* Content should be brief and contain only one idea
* Try something besides the who, what, when, where, why and how in your lead. Use a sentence for each idea. You should be able to read each sentence aloud in just one breath
* Short sentences are better
* Be simple and direct
	+ Viewer and listeners only have one chance to hear and understand the news
* Read the story out loud
	+ The story has to be appealing to “the ear”

**Broadcast Structure:*** Creating a television or radio story is more than hitting record on a video camera or recorder. You have to learn the process of writing an effective broadcast script.
* News Writing Structure:
	+ Be brief
		- The story has to fit in 30-90 seconds.
		- Condense most important points
	+ Use correct grammar
		- Don’t want to be embarrassed over the radio
	+ Put the important information first
		- Follow the inverted pyramid; just remember the story has to fit in a short time frame.
* Write a good lead
	+ Begin with clear, precise information
* Use the introduction, body, and conclusion structure
	+ Introduction: Provides an overview of the topic and gains the audience’s attention. The introduction is where you “tell them what you are going to tell them” in the overall script
	+ Body: Detail about the topic. Shows all the steps. Tells them the content.
	+ Conclusion: Summary of the main point. Where you “tell them what you told them”
* Stick to short sentences
	+ 20 words or less
	+ Long sentences are difficult to take a breath
* Write the way people talk
* Use contractions
	+ Use don’t instead of do not
	+ Be cautious using “would’ve” instead of “would have,” because they sound like “would of”
* Use simple verb-object sentence structure
* Use active voice and action verbs
	+ Brings meaning and emotion to the story
* Use present tense
	+ Expresses a sense of immediacy
* Write with visual imagery
	+ Make the listener “see” what you are saying
	+ Helps them visualize the situation or idea you are describing

**Broadcast Techniques*** Use complete name (first and last) in first reference, then last name thereafter.
* Use phonetic spellings for unfamiliar words
* Titles proceed name
	+ Avoid appositives
	+ i.e. “Grainger mayor Tom Mason said today....”
* Avoid direct quotations
	+ Let the people say things in their own words
* Attributions come before quotations

 i.e. “Bill said he would run...”* Avoid abbreviations and symbols
	+ i.e. UT, UN and &, $, and %
* Use correct punctuation
	+ No semicolons
	+ Underlines for emphasis
	+ Double dashes for long pauses, then commas
* Use numbers correctly
	+ Spell out numbers 1- 11
	+ 33-thousand, 12th Division
* News stories are typed, double-spaced, and in uppercase and lowercase

**WRITING A RADIO SCRIPT****1: The importance of the words*** The script is what makes sense of the information you have gathered
* It is the framework for your story
* It brings together the most important elements and helps your audience understand the significance of the points the people you have interviewed have made

**2: Keep it short and simple*** The script should be written in simple, short sentences
* Try to use everyday language and terms your audience will understand
* It should not contain any complicated concepts that could confuse and distract

**3: Introduce the audio*** The script should offer the audience introductions to the audio you are including
* It should tell the listener what’s coming up without repeating the words they are about to hear
* Do not summarize too much, you should not take away the power of the clips in your piece

**4: Grab the attention of the audience*** You are crafting a tease into material that is designed to make people stop and listen
* The language should be in the active tense
* The most important information must feature in the first few sentences
* However, the quality should be consistent throughout; the script must not tail off at the end

**5: Your opinions don’t matter*** Your script should be factual and without comment or descriptive words
* Don’t try to attract listeners by including your own emotions; that’s not your job
* Those who listen to your radio package will make their own decisions about the power of the information you are broadcasting

**6: Deliver a complete and fair report*** Your script should weave together all the elements you have gathered for your story without suggesting that any one is more important than the other; that’s for the audience to decide, not you
* You have a responsibility to set out the information in a way that does not lead or mislead

**7: Scripting before interviewing*** Some journalists choose to draft a script before they have conducted the interview
* That’s fine as long as the journalist retains an open mind
* You must not orchestrate or stage-manage the interviews to fit into the structure you may have already planned

**8: Scripting after interviewing*** Some journalists prefer to listen to the material again before they start their script
* This approach can lead to a fresher sounding piece
* However, it can also lead to confusion if you have too much material and no idea how it is going to be edited and scripted together

**9: Fact checking*** Fact check every piece of information that you are including in the script
* Also fact check what has been said by those you have interviewed
* Decide whether the fact checking has raised any issues that need to be covered in the script

**10: Editorial ethics*** Check the script against the editorial ethics of objectivity, impartiality and fairness
* Do not give extra weight to one point of view
* Most of the people you interview will have strong points of view–you wouldn’t be interviewing them if that were not the case
* However, your script needs to be fair to all

**11: The beginning*** Start the script by addressing the main point made in your introduction
* Later in the script you can add context and analysis that may help the audience understand the issues raised by those you are interviewing
* However, start with a crisp and sharp introduction that highlights the main points

**12: The ending*** Always end your script with a fact and not a vague line such as ‘we will have to wait to see’
* Your audience wants information not overused clichés
* Consider asking your interviewees what is likely to happen next and summarize their expectations in your last paragraph.

**13: Does it make sense?*** Read the script back to yourself
* Have you left any gaps? Do you need to do any further research?
* Check it with a colleague; a second pair of eyes works for radio scripts as well as print
* Check your choice of audio; in addition, you may have missed a more important clip
 | **PPT: BROADCASTING****Slide 3:**Radio and digital media vary from print. You never see the person, so clear and concise information is critical. “The Ear” approach not “The Eye”**Slide 4**:Explain that the style is more a conversational style of writing. Short, simple and direct. **Slide 5-9:**These slides explain the structure of writing a broadcast. It lays out a good outline to follow. You can discuss with the class the differences between print and digital.You can print off some example scripts in the supplement folder. Titled “**Radio Script Example.”**Also, print off the supplemental information on broadcasting* **Broadcast script writing**
* **Farm Broadcast booklet**
* **Radio Quotes**
* **Tips for basic broadcast**

These can be handed out after the presentation, which can be extra reading or group discussion. They can help reinforce the other information you will cover.**Slide 11**You can print off some example scripts in the supplement folder. Titled “**Radio Script Example.”**Also, print off the supplemental information on broadcasting* **Broadcast script writing**
* **Farm Broadcast booklet**
* **Radio Quotes**
* **Tips for basic broadcast**

These can be handed out after the presentation, which can be extra reading or group discussion. They can help reinforce the other information you will cover.**Have them look at the examples and circle or highlight the techniques and structures.****PPT: WRITING A RADIO SCRIPT****Slide 1:****Slide 2:****Slide 3:****Slide 4:****Slide 5:****Slide 6:****Slide 7:****Slide 8:****Slide 9:****Slide 10:****Slide 11:****Slide 12:****Slide 13:****At the end, hand out the radio scripts 1-7 and good and bad practice. They can read through “Radio Script Practice – Good & Bad,” so they can see how to write a script.****After, have them complete “Radio Broadcast Job Sheet”** |

**Activity:**

* Radio Script Practice – Good & Bad
* Radio Broadcast Job Sheet

Objective D: Write and record a public service announcement for radio or Web broadcast.

Objective E: Produce (i.e., write, record and edit) a news story for radio, television or Web broadcast.

Objective F: Create online communication media including websites, news blogs, podcasts, or digital news broadcasts.

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| **Curriculum (Content)****(What to teach)** | **Instruction (Methodology)****(How to teach)** |
|   **Narrating Television and Radio News:*** Position the microphone 6–10 inches from mouth
* Place at a 45 degree angle to help prevent “blasting”
* Remove noise distractions
* Narrate the news story
	+ Wait 10 seconds before speaking, after you hit the “record” button.
* Articulate words correctly
	+ Speak clearly
* Think the thought
	+ Project personality in the story
* Talk at a natural speed
	+ Vary pitch and volume to get variety, emphasis, and attention
* Breath properly
* Use body
	+ Relaxed body produces a relaxed sounding voice
* Listen to product
* Time the story
* Practice, practice and practice

**Conducting Interviews:*** In order to produce a quality story for print, radio, television, or web, you have to interview people to gather information needed
* It is a process of asking good questions to get the answer for the news story

**Before the interview**:* Set aside time to conduct the interview
* Dress appropriately
	+ Impressions make an impact
* Have a minimum of 10 questions
	+ Pertain to the topic
	+ What does your audience want to know?
* Understand the subject matter
	+ Little research on the topic
* Be prompt

**During the Interview:*** Use a recorder during interview
* With permission
* Take notes
* State the purpose
* Begin with light conversation
* Allow the subject to do the talking
* Get insightful quotes
* Minimum of 3
* Make sure information is correct
* Correct spelling
* Be aware of the surroundings
* Repeat questions if needed
* If possible ask for business card

**Interview Questions:*** Listen carefully to the answers and take good notes
* Do I understand enough?
* Do not be afraid to leave your set of questions
* Stay on track
* Redirect conversation if interviewee strays from topic
* Avoid yes/no questions
* Be objective
* Focus on the 5Ws and 1H.
* Types of questions:
	+ Close-ended (*short answers*)
	+ Open-ended (longer answers)
	+ Probe questions (*follow-up*)
	+ Avoid Leading questions (suggest “right” answer to interviewee)

**After Interview:*** Skim notes
* Ask permission to call back or email for more information
* Thank the interviewee
* Listen to the audio recording (if used) to fill in blanks in your notes
 | **PPT: CONDUCTING A RADIO BROADCAST****Slide 3 - 4:****Slide 5:****Slide 6:****Practice using a recording device in class.****Slide 7:****Slide 8:****Handout the interview Activity. It is a practice job sheet on writing questions.** At the end, handout the job sheets and digital recorders. Have them first practice recording a broadcast “Radio Scripts 1-7” are scripts they can record.After, you can have them complete the Job Sheets #1, #2 and Newscast Job Sheet 1. |

**Activity:**

* Interview Activity –Extra Extra!
* Radio Scripts 1-7
* Radio Script Job Sheet #1 & #2
* Newscast Job Sheet 1

Evaluation:

* Exam on Broadcasting
* Radio Broadcast

References:

* Telg, R. & Irani, T. (2012). *Agricultural communications in action: a hands-on approach*. Delmar, Cengage Learning, Clifton Park, NY.
* YouTube: “God Made a Farmer”