

HANDOUTS

- 1: KWL Chart
- 2: Independent Research
- 3: SMART Goals
- 4: Goal Analysis
- 5: Goal Development
- 6: Target Market
- 7: Debate Instructions
- 8: Market Segmentation
- 9: Viewer Profile
- 10: Entertainment Broadcast Viewer Profile
- 11: Studio Styles
- 12: Strategic Process
- 13: Script Elements
- 14: Script Outline
- 15: Shot Identification
- 16: Types of Shots
- 17: Shot List Development
- 18: Shot List (spreadsheet)
- 19: Storyboard Draft
- 20: Segment Feedback
- 21: Budgeting Terms
- 22: Entertainment Broadcast Budget Example (spreadsheet)
- 23: Entertainment Broadcast Budget Analysis
- 24: Crew Responsibilities
- 25: Production Schedule
- 26: Levels of Sponsorship
- 27: Sponsorship Levels
- 28: Think-Pair-Share
- 29: Sponsorship Proposal
- 30: Selling Terms
- 31: The Selling Process
- 32: Selling Process Role Play
- 33: Decision Matrix Example
- 34: Decision Matrix Example Key
- 35: Decision Matrix
- 36: Print Media Portfolio Guidelines
- 37: Radio Advertisement
- 38: Promotional Video
- 39: Sales Promotion
- 40: Press Kit
- 41: Social Media Development
- 42: Website Development
- 43: Broadcast Analysis

RESOURCES

- 1: Flipgrid QR Codes
- 2: Viewer Profile
- 3: Broadcast Segment List
- 4: Reach and Teach Consent Form
- 5: Team Teach Grade Sheet
- 6: Team Teach Grading Rubric
- 7: Google Docs Links
- 8: Virtual Classroom Guide