

# Unit 2: Pre- Production Planning

## **Learning Objective:**

**To identify areas for improving your written and visual proposals.**

**To develop and create a written proposal to a high standard.**

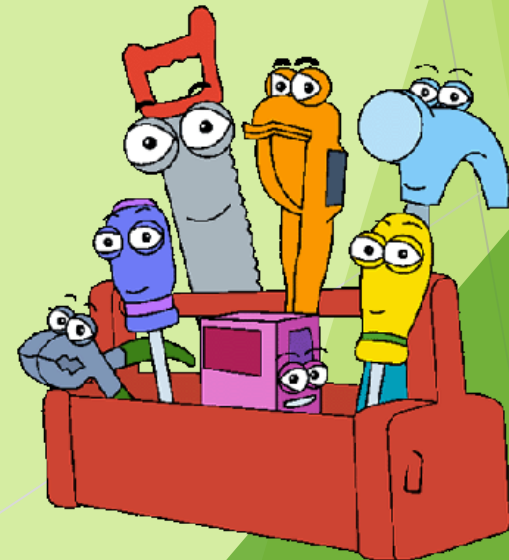
# What is the purpose of a written proposal?

## How is a pitch different?

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# Class Feedback

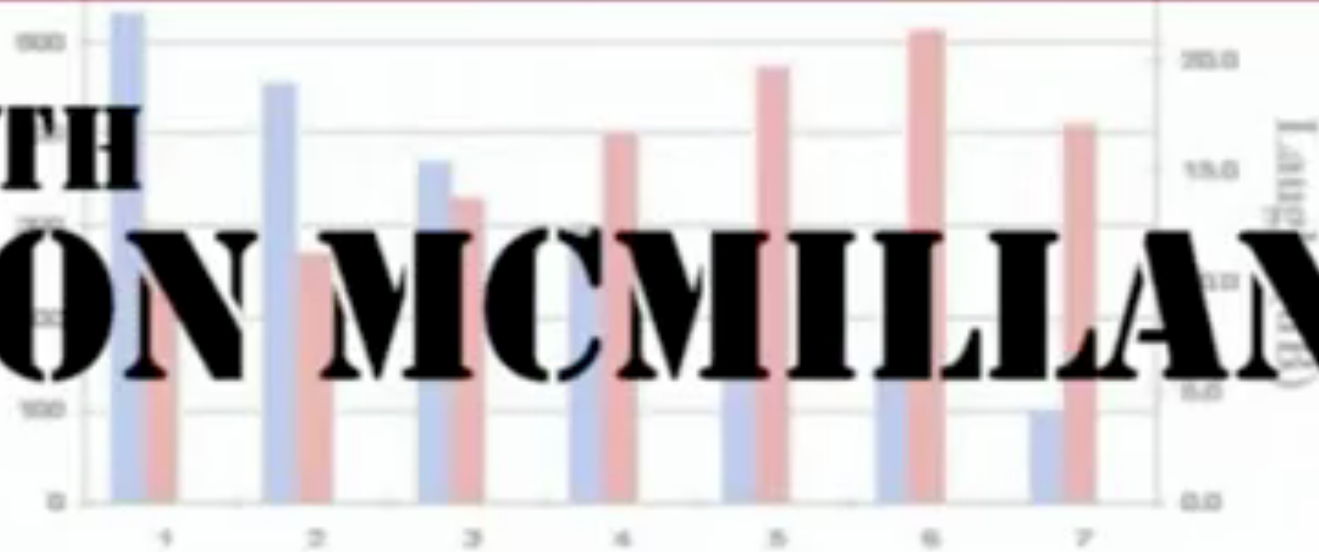
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- ▶ Fantastic, confident and clear pitches.
- ▶ Great visuals used.
- ▶ Exciting and varied ideas.
- ▶ Too much writing on most slides.
- ▶ Written proposals need more detail, in most cases ensure writing is more formal and remember to entice audience in your first paragraph.

# LIFE AFTER DEATH BY POWERPOINT 2012

WITH  
**DON MCMILLAN**



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# Written Proposal Example

## Radio Netherhall

### Rationale

Communication is at the heart of education, both in terms of the activities students engage in within school and also those they engage in at home and in their community. School radio provides the perfect platform for students of all ages and capabilities to discuss matters that are important to them in a safe and non-confrontational environment. Whether its discussing key issues or sharing ideas or commenting on events locally, nationally or internationally, school radio provides a voice for students. A school radio station run by students helps build a more inclusive atmosphere in a school providing ample opportunity for students to develop and strengthen communication, teamwork and organisational skills. It allows presenters to express their ideas and views in a way they might otherwise never do because it is less intimidating fashion than other forms of media and so, by its nature, offers greater inclusivity.

### Benefits

- a more inclusive school
- a school that shares school life with its parents, guardians, students, staff & governors
- a school that builds links with its local community
- a showcase for student talent and achievement
- development of vocational and employment skills
- awareness of authentic employment settings and commitments
- improvement in literacy and oracy skills
- range of alternative ways of working for a wide range of school subjects
- cross-curricular approaches to learning
- confidence building
- providing a voice for students
- strengthening of teamwork skills

### Cost & Logistics

The best location to keep the radio station in the media department would be converting the stationary cupboard into a studio. This will involve creating the studio space which would need two desks and purchase of 4 microphones, a mixing desk, two computer monitors and broadcast unit at a cost of around £700

Purchase of an education radio license for PRS and PPL is £530. This is an annual license and so will need repurchase each year

Studio Conversion	= £800
Licence	= £530
Total Cost	= £ 1,330

### How it Will Work

The radio will run 5days each week between 8am and 5pm, allowing for extra curricular clubs and a friendly sound for those students needing a media outlet on their way to or from school. When students aren't creating live radio, which could consist of music shows, chat shows and entertainment, there can be pre-recorded documentaries and student work on repeat to showcase. It's a fantastic opportunity for teachers to use as an assessment platform, asking students to do extended writing or research for a set topic and broadcast it on air for an audience. This continuous run of programmes, requires no staffing by students and can be on

automation, which will occur throughout the day. Subjects can book specific times for certain shows to be presented or created as part of their scheduled lesson time.

### Examples of Likely Use

1. Media – for Ctec unit 14 and other topics that they can use their broadcast for their unit work, Alevel students could also summarise their learning on a subject which could then enact as a future revision podcast for them.
2. Business Studies – can work in line with the enterprise scheme and allow students to think of marketing and business ideas to bring to air.
3. English – poetry and reading hours, or creating radio dramas which could work with GCSE Drama also.
4. Mathematics – math quizzes and challenges on air.
5. Sport - reports and commentaries on matches and events.
6. Science - Reports on science happenings from the news such as comets, new medical treatments or environmental disasters, events for Science week in March, trips to museums or events from field trips.
7. School musical/plays - insights into behind the scenes, snippets from rehearsals, reports on production.

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# First Paragraph:

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# Green Pen (type) Your Proposals

1. Recognise areas of development.
2. Consider how you might change and develop this further.
3. Re-write your proposal /pitch to enhance it for the client.
4. Submit it to your Unit 2 blogs.



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