Good Morning Students!
Morning Announcements Helps To Build School Community

Are your morning announcements deadly dreary and dull? Are you still reading "morning announcements" over a tinny Public Address (PA) system designed in the 1960's? Here is what schools are doing to engage students and parents and deliver stellar morning announcements.

Delivering Live TV

Delivering live Morning Announcement TV throughout a school is today amazingly easy. Every modern classroom is typically equipped with a computer attached to a projector or "smart board" and it is fully capable of displaying video. For classrooms still using TV's, the live video can be delivered by simply selecting it on an inexpensive device connected to the TV. Switching on the TV to view a live broadcast is as simple as clicking on a web page or navigating a TV menu with a remote control. The old coax "CATV" system is obsolete.

Production

The typical Morning Announcement program is about 10 minutes long. It starts with a pre-recorded introduction, pre-recorded Pledge of Allegiance and moment of silence, and then switches to the "talent" who read the news, weather, and talks about special events. Sometimes they have a guest on their "show" such as a local or national celebrity, teacher, or similar.

Student Engagement

Making students the "stars" of the daily Morning Announcement program helps get the message across and helps to build and reinforce the school community. Students love it. Like everyone, their confidence and their skills grow with practice.

Parental Engagement

The Morning Announcement can be optionally viewed on the public Internet, allowing parents to stay engaged by viewing from home, workplace, and on their cell phones. Allowing parents to "tune in" enhances parental engagement and allows them to stay informed on a daily basis.

The Studio

You don't need an expensive broadcast studio, and you probably wouldn't have one for every school in your district. Most schools use a library "reading room", classroom, storage room, or other suitable location. All you need is an encoder, camera, and microphone. You can even use the microphone built-in to the camera, but for best results a "newscaster" should have a desk or lavalier microphone. With multiple speakers, consider multiple microphones connected to an inexpensive audio mixer.

Discover Video Spirit and Rover use Streamsie software that supports "Chroma Key" or "Green Screen", allowing you to put images or videos behind the people on camera. To use this, you will need a Green Screen which could be as simple as painting a wall green, hanging a green blanket, or using a commercial green screen setup.

Modern cameras will balance the light automatically, so you don't need exotic lighting systems, but bright lighting will improve the quality of the video and give more professional results so consider buying some inexpensive LED lighting system.

Use modern camera(s) that give you a HDMI output. That old VHS camcorder gathering dust will work, but you won't get the quality that even a cheap Webcam provides today.

While you might use two cameras, your 2nd video input could also be the VGA output of a computer, allowing you to switch to show a web page, image, video, or anything else on that computer's screen.

Getting Ready

Create a video called "Pledge Of Allegiance". You can record this in your new studio, but you may wish to use a video editor and create a video with professional polish. For example, your video might start with a picture of your school and play dramatic music. The video might then announce "Please stand for the Pledge of Allegiance", followed by a reading of the pledge while showing a waving flag. This video might then continue to interesting shots of your school with dramatic music with an announcement saying "...and now here is today's news". Load this video into Streamsie Pro "File as Input" function.

You might want to make another video that is your ending video. It too might have dramatic music and perhaps a credit roll. You can also load this into Streamsie Pro "File as Input".

On The Air!

Monitor your camera(s) on Streamsie and switch your templates as desired. When ready to start, press the Stream button, then select your introduction video "Pledge of Allegiance" which will be aired out to your viewers. When that is complete, turn it off to show your camera video. As the newscast progresses, you may switch to other video

sources, change templates, add titles, etc. When the newscast is over, select the pre-recorded ending video, and when the broadcast is complete, simply stop streaming.
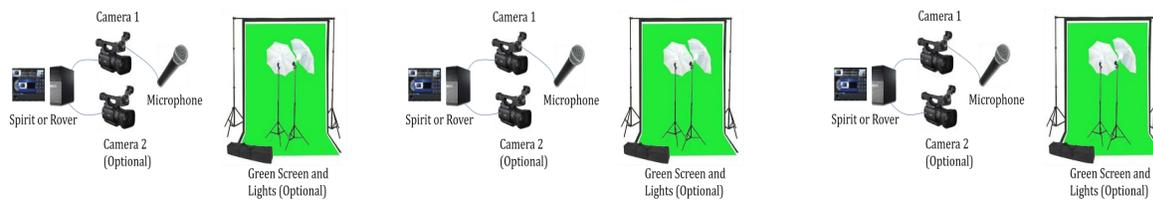
Recording

You can record your live broadcast on the DEVOS server or from within Streamsie. Recording can be used to allow someone to view your newscast that may have missed the live broadcast.

You don't have to stream live. You can do exactly the same steps but press only the Record button, allowing you to decide if that "take" was good enough and allowing you to repeat it if necessary.

If so configured, Streamsie will automatically upload your recording.

Morning Announcements At Every School

With a small "studio" at each school, every school can do their own morning announcements production. Some school districts have 40 schools each doing their own simultaneous morning announcements!

Classrooms at each school watch their own school's broadcast on computers, cell phones, tables, "Chromebooks", and TV's. School administrators can watch any school broadcast. Optionally, parents can watch too.

Digital Signage

To the extent the school deploys the system's built-in Digital Signage, at a touch of a button, the signs can be interrupted to display the Morning Announcement, then return to their normal display when the announcements are over.

Summary

Live and/or recorded school morning announcements engages students and staff alike. It is affordable and easy to do with the Discover Video system. In today's connected, social media world, students expect nothing less, and nothing communicates better than sight and sound.

Example Parts List

Canon XA10 HD Professional Camcorder
B&H # CAXA10 MFR # 4922B002

1/3" CMOS Sensor
Native 1920 x 1080
24Mbps AVCHD Recording
60i, PF30, PF24, Native 24p
64GB Internal Flash Drive
10x HD Zoom Lens
Dual SD Memory Card Slots
3.5" Touch Panel LCD Screen
Dual XLR Inputs w/Detachable Handle
Waveform Monitor, Peaking, Zebra 70/100
Built-in Microphone, supports external mic

Magnus VT-3000 Tripod with Fluid Head and Dolly
B&H # MAVT3000 MFR # VT-3000

Supports 6.6 lb (3 kg)
65mm Ball Diameter
Quick-Release Plate
Fixed Counterbalance
Separate Pan/Tilt Locks
2 Stage Leg Design
Mid Level Spreader
Adjustable Wheel Base
Independent Wheel Locks
31" Doorway Width

Microphone Kit
B&H # SHSM58LCK1 (B&H Kit)

Shure SM58
XLR Cable & Boom Mic Stand
20' cable

Desk Stand
B&H # ATDS14 MFR # DS14

Bescor LED-200K Twin 300W Kit
B&H # BELED200K MFR # LED-200K

Two LED Light Panels & Stands
304 5mm LEDs Per Panel
300W Equivalent Output Per Panel
5500K Color Temperature
15-100% Brightness Dimmer
Two Soft White Diffusers
Two Orange Correction Filters
Stands Feature 74" Max Height

HDMI Cable, 15 foot
B&H # PEHDAX115 MFR # HDA-X115

HDMI Mini Adapter
B&H # PEHDCSS2 MFR # HD-CSS2

Instructions

- Mount camera on tripod; connect camera to power supply (charger)
- Mount microphone on stand; connect microphone to cable; cable to camera (if not using camera internal mic)
- Mount lights on stands; connect to AC power using provided adapters.
- Connect HDMI adapter and cable to camera; connect to Captiva HDMI input (Spirit, Rover, Streamsie, MCE, Mantis)

You May Also Need

- Power cord extension; power strip for lights, camera power supply
- SDHC Memory Card (Class 10 UHS-1) for camera recording