



## Arts, Audio/Video Technology and Communications

Pathway: Journalism and Broadcasting

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
ARPB01.01	Journalism and Broadcasting Pathway	#5: Publication Journalism	Explore career opportunities in Journalism and Broadcasting.	Analyze various careers and their job descriptions in media companies, including radio and television stations, newspapers and newsmagazines, video production houses, and Internet news outlets.	Discuss the responsibilities of newspaper, television, and radio reporters.
					Identify the responsibilities of producers for broadcast media.
					Describe the duties of editors for various media.
					Identify specific jobs within a video production company.
					Describe the duties of photojournalists for various media.
					Discuss the duties of graphic artists for various media.
				Exhibit knowledge of the history of journalism and broadcasting, and their roles in society, specifically related to journalism and broadcasting today.	Discuss the beginnings and evolution of broadcasting, and print and electronic journalism.
					Describe how increasingly available information is changing society.
				Distinguish between different forms of media and their specific applications.	Describe the differences between media, including newspaper, newsmagazine, electronic news, television, and radio.
					Describe the objectives, distribution, and timeliness of various media.
				Comprehend the value for journalism and broadcasting of a broad general knowledge base; and awareness of cultural, regional, and diversity issues.	Identify useful knowledge for a reporter writing stories about the economy, a current ethnic art exhibit, and a new piece of military equipment.
					Explain how knowledge is useful in the broad coverage of events when research may not be possible.

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria	
ARPB01.02	Journalism and Broadcasting Pathway	#4: Journalistic Research #5: Publication Journalism	Demonstrate writing processes used for various journalism media.	Define the terminology associated with journalism.	Define commonly used print journalism terms.	
				Demonstrate how to cultivate sources for stories.	Develop a story based on information found on an assigned beat or in other media.	
					Explain how to establish an investigative lead.	
					Evaluate how a community calendar of events, police and fire communications, wire services, and verifiable Internet sources are useful for news writing.	
				Demonstrate how to obtain information to use in writing a story.	Define off-the-record information.	
					Identify uses of the newspaper morgue and public records.	
				Demonstrate methods for verification of information.	Identify two commonly used style guides.	
						Write a print news story to meet a deadline, using organized research, note-taking skills to capture precise language of sources for direct quotations, transitions, and proofreading and copy-editing skills.
						Discuss content editing.
				Rewrite a print news story to be used for broadcast.	Write two stories about the same event: one with a photograph and one without a photograph.	
Write a feature article for a news magazine.						
Identify editorials and columns.						



Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
ARPB01.03	Journalism and Broadcasting Pathway	#6: Broadcast Journalism	Demonstrate writing processes for broadcast media.	Define the terminology associated with television broadcasting.	Define commonly used television terminology.
				Analyze how to develop a complete television project.	Write several stories in an appropriate broadcast style, choose one to become a lead story, and prioritize others.
					Select graphics for stories.
					Write lead ins and teasers for television.
				Analyze how to develop a complete radio project.	Write a script for a radio broadcast.
					Write to a sound bite.
				Develop lead ins and teasers for radio.	
					Edit stories.
ARPB01.04	Journalism and Broadcasting Pathway	#8: Electronic Media Production	Demonstrate the ability to plan and deliver a broadcast production.	Analyze the elements of a newscast production.	Identify location, number of cameras needed, and time restrictions for a newscast production.
					Describe the purposes of rundown sheets.
					Develop a rundown sheet for use with a broadcast.
				Analyze announcing competence.	Identify announcing techniques required for a specific format.
					Read aloud a news story.
					Practice clear delivery of news and other information using cueing devices, written scripts, and a TelePrompTer.
		Practice script delivery skills for on- and off-camera, including emphasis, professional language, clarity, intonation, enunciation, poise, eye contact, projection, and extemporaneous speaking skills.			

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Identify wardrobe suitable for on-camera appearances.	Select from magazines potential wardrobe for on-camera appearances.
				Analyze production functions.	Discuss demographics and audience rating standards.
					Describe targeting content for audiences.
					Discuss sweeps, ratings, demographics, and survey research methods.
				Demonstrate promoting productions.	Discuss various promotions activities, including image, cross promoting with other programs and features, contests, broadcasts from remote locations, public appearances, involvement in community activities, and Internet activities.
					Develop a production promotion involving several activities discussed.
				Analyze how image capturing and graphics design support the development of electronic presentations.	Develop two productions on the same topic: one including captured images and graphic design and one excluding images and graphic design.
				Distinguish between various musical radio formats.	Identify rock, jazz, classical, folk, and nostalgic music and their music genres.
					Identify trade magazines associated with radio.
ARPB01.05	Journalism and Broadcasting Pathway	#9: Technical and Design Aspects of Broadcast Production	Demonstrate knowledge and understanding of technical support related to broadcasting.	Examine equipment and its function.	Operate audio recording and editing equipment.
					Operate image recording and editing equipment.

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Examine production activities.	Demonstrate set-up and striking equipment, as specified by a production design. Coordinate video and audio equipment, as specified by a production design. Implement a schedule, as specified by a production design.
				Apply knowledge of running a board shift.	Demonstrate the use of a crosscheck cue sheet, daily log, and program. Locate and load programs and commercials, control on-air sound quality, and check audio quality. Perform time checks and meet broadcast deadlines. Record network feeds. Discuss the importance of operating a control board with no interruption in audio. Operate a tight board. Discuss the Emergency Alert System.
				Examine set design.	Develop a set plan, including lighting, props, and atmosphere.
ARPB01.06	Journalism and Broadcasting Pathway	#10: Journalism and Broadcasting Business Issues	Exhibit knowledge of business issues related to journalism and broadcasting.	Analyze the business and economic factors that influence programming, content, and distribution.	Identify similarities and differences amongst public and commercial radio and television station operations. Identify several types of advertising, marketing, and public relations activities used by public and commercial radio or television stations.

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Comprehend the use of promotional materials, standard public service announcements, commercials/ads, press kits, and advertising tags.	<p>Develop a package of promotional materials.</p> <p>Identify standard public service announcements.</p> <p>Discuss commercials and advertising tags.</p> <p>Discuss what would be included in a press kit.</p>
ARPB01.07	Journalism and Broadcasting Pathway	#7: Ethics and Legal Issues	Exhibit knowledge of ethics and legal issues related to journalism and broadcasting.	<p>Identify ethical responsibilities and how they relate to the degree of influence the media has on individuals.</p> <p>Demonstrate professional conduct and a professional code of ethics.</p> <p>Investigate how the First Amendment, Freedom of Information Act, libel, slander, and copyright laws affect journalism and broadcasting.</p> <p>Investigate how the First Amendment, Freedom of Information Act, libel, slander, and copyright laws affect journalism and broadcasting.</p>	<p>Discuss why it is important to pursue truth in ambiguous situations.</p> <p>Demonstrate ethical behavior in writing or speaking, related to presenting information to the public.</p> <p>Identify groups that define a code of ethics for journalism and broadcasting.</p> <p>Discuss guidelines for the use of materials developed by others.</p> <p>Compare journalism and broadcasting in this country to that of other countries that do not have rights such as those provided by the First Amendment in the United States.</p> <p>Describe the procedure for obtaining information under the Freedom of Information Act.</p> <p>Describe copyright laws related to the use of text; images; and recorded, Internet, and oral materials.</p> <p>Describe issues related to libel and slander.</p>

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Investigate what constitutes plagiarism and invasion of privacy.	Describe a scenario that involves invasion of privacy issues.
					Describe a scenario that involves plagiarism.
				Comprehend legal responsibilities associated with the use of public airwaves and station operation as required by federal governmental agencies.	Identify the federal agencies that have jurisdiction over public airwaves.
					Describe the scope of issues addressed in federal laws and regulations related to broadcasting.