Colorado CTE

Journalism & Broadcasting (2015): Grades 9, 10, 11, 12, Higher Education

Adopted 2015

Demonstrate planning processes used for various journalism and/or broadcast media. COJB.01

01. Organize a production team to complete a project. COJB.01.01

- a. Demonstrate and apply the necessary skills in order to work effectively with others. COJB.01.01.A
- b. Demonstrate and apply self-management skills by adhering to regulations, being responsible and following through on commitments. COJB.01.01.B
- c. Understand the key roles and responsibilities each team members plays (e.g., producer, floor manager, technical director, scriptwriter, editor, photographer, etc.). COJB.01.01.C

02. Demonstrate proper set-up design, layout, and equipment. COJB.01.02

- a. Demonstrate proper use of print media software, and operation of studio equipment and production techniques. COJB.01.02.A
- b. Use specified operational set-up/maintenance procedures. COJB.01.02.B
- c. Implement safety procedures when working with equipment. COJB.01.02.C

03. Plan the process. COJB.01.03

- a. Implement design cycle. COJB.01.03.A
- b. Apply tools and skills to plan workflow (i.e. time management, business cycle, pricing). COJB.01.03.B
- c. Investigate to gather information necessary for decision making. COJB.01.03.C
- d. Employ ongoing reflective strategies during the design/writing process. COJB.01.03.D

04. Implement the project. COJB.01.04

- a. Illustrate competency in traditional and new art media and use current equipment to apply appropriate technology for the expression of ideas. COJB.01.04.A
- b. Follow design cycle to create projects. COJB.01.04.B
- c. Decide appropriate presentation formats and materials. COJB.01.04.C

Skip to main content

05. **Finalize the project.** COJB.01.05

- a. Finalize designs for output. COJB.01.05.A
- b. Assess the usage of art elements and journalistic principles in the design. COJB.01.05.B
- c. Present, publish and/or create portfolio. COJB.01.05.C

Demonstrate the ability to deliver a broadcast production to exhibit readiness for completing key production functions. COJB.02

01. **Analyze the elements of a newscast production.** COJB.02.01

- a. Identify location, number of cameras needed, and time restrictions for a newscast production. COJB.02.01.A
- b. Describe the purposes of rundown sheets. COJB.02.01.B
- c. Develop a rundown sheet for use with a broadcast. COJB.02.01.C

02. **Analyze individual announcing competence.** COJB.02.02

- a. Identify announcing techniques required for a specific format. COJB.02.02.A
- b. Read aloud a news story. COJB.02.02.B
- c. Practice clear delivery of news and other information using cueing devices, written scripts, and a TelePrompTer. COJB.02.02.C
- d. Practice script delivery skills for on- and off-camera, including emphasis, professional language, clarity, intonation, enunciation, poise, eye contact, projection, and extemporaneous speaking skills. COJB.02.02.D

03. **Identify wardrobe suitable for on-camera appearances.** COJB.02.03

- a. Select from magazines potential wardrobe for on-camera appearances. COJB.02.03.A

04. **Analyze production functions.** COJB.02.04

- a. Discuss demographics and audience rating standards. COJB.02.04.A
- b. Describe targeting content for audiences. COJB.02.04.B
- c. Discuss sweeps, ratings, demographics, and survey research methods. COJB.02.04.C

05. **Demonstrate promoting productions.** COJB.02.05

- a. 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. COJB.02.05.A
- b. Develop a production promotion involving several activities discussed. COJB.02.05.B

Skip to main content

Analyze how image capturing and graphics design support the development of electronic presentations. COJB.02.06

a. Develop two productions on the same topic: one including captured images and graphic design and one excluding images and graphic design. COJB.02.06.A

07. Distinguish amongst various musical radio formats. COJB.02.07

a. Identify rock, jazz, classical, folk, and nostalgic music and their music genres. COJB.02.07.A

b. Identify trade magazines associated with radio. COJB.02.07.B

Examine and summarize ethical and legal rights and responsibilities to journalism and broadcasting. COJB.03

01. Recognize and apply legal and ethical standards as they relate to the issues associated with broadcast production. COJB.03.01

a. Understand and respect copyright laws. COJB.03.01.A

b. Know, understand, and apply First Amendment rights and responsibilities as guaranteed under the U.S. Constitution, as well as the rights and limitations under the Colorado Student Freedom of Expression law (CRS 22-1-120). COJB.03.01.B

02. Demonstrate knowledge of ethical behavior within journalism and broadcasting careers. COJB.03.02

a. Demonstrate ethical behavior in writing or speaking, related to presenting information to the public. COJB.03.02.A

b. Understand that a broadcast image or printed material is a historical record. It is the responsibility of the broadcast journalist to depict reality without manipulation and without being out of context. COJB.03.02.B

c. Demonstrate professional conduct that follows a professional code of ethics. COJB.03.02.C

Demonstrate verbal communication processes, written and oral, used for various journalism and broadcast media. COJB.04

01. Demonstrate in reporting a command of standard English, the writing process, and journalistic style. COJB.04.01

a. Demonstrate control of grammar, diction, sentence and paragraph structure, punctuation, capitalization, spelling, and correct English usage. COJB.04.01.A

b. Incorporate a variety of credible research methods including personal interviews, text-based resources and electronic resources to gather information. COJB.04.01.B

c. Analyze audience and purpose and write to identified audience and purpose. COJB.04.01.C

d. Develop effective and appropriate interviewing techniques to obtain and present information. COJB.04.01.D

e. Write objective news, features, and sports stories that demonstrate solid journalistic practices in organization, tone, style, clarity, and focus. Utilize valid persuasive strategies in opinion and support judgments with substantial evidence. COJB.04.01.E

Skip to main content

f. Write stories/scripts that have a clear beginning/middle/end; utilize effective and creative leads, strong transitional devices and tags, the 5 W's and 1 H (who, what, when, where, why, and how) and a variety of elaboration techniques and details. COJB.04.01.F

g. Revise and edit as necessary, using an established style guide. COJB.04.01.G

h. Accurately and fully attribute sources of information. COJB.04.01.H

02. Apply and use traditional speech strategies to the oral presentations of broadcasts including gestures, tone, and vocabulary appropriate to audience and purpose. COJB.04.02

a. Rehearse presentations to enhance performance and improve delivery. COJB.04.02.A

b. Emphasize key words and thoughts. COJB.04.02.B

c. Provide tone, facial expressions, and body language appropriate to the content. COJB.04.02.C

d. Apply speech strategies to interviews, voiceovers, and standups. COJB.04.02.D

Demonstrate knowledge and understanding of technical support related to broadcasting in order to enhance productions. COJB.05

01. Examine equipment and its functions. COJB.05.01

a. Correctly use tripod, camera, mics and lights to capture raw footage. COJB.05.01.A

b. Use lighting techniques to enhanced edited product. COJB.05.01.B

c. Demonstrate the ability to place, move, clip, paste, and cut video and audio on a timeline of a video editing program. COJB.05.01.C

d. Match video to sound and voice overs. COJB.05.01.D

e. Correctly save, catalog, and export final master copy. COJB.05.01.E

02. Examine video design, production, and principles. COJB.05.02

a. Synthesize visual images, effects, graphics, text, music and/or sound to evoke emotion and tell a story. COJB.05.02.A

b. Demonstrate knowledge of visual composition. COJB.05.02.B

Examine and summarize career opportunities in journalism and broadcasting. COJB.06

01. Analyze various careers in media companies, including radio and television stations, newspapers and magazines, video production houses, and Internet news outlets. COJB.06.01

a. Discuss the responsibilities of newspaper, television, and radio reporters. COJB.06.01.A

b. Identify the responsibilities of producers for broadcast media. COJB.06.01.B

c. Describe the duties of editors for various media. COJB.06.01.C

d. Identify specific jobs within a video production company. COJB.06.01.D

e. Describe the duties of photojournalists for various media. COJB.06.01.E

Skip to main content

f. Discuss the duties of graphic artists for various media. COJB.06.01.F

02. Summarize the roles of journalism and broadcasting in society today using knowledge and history of journalism and broadcasting. COJB.06.02

a. Discuss the beginnings and evolution of broadcasting, and print and electronic journalism. COJB.06.02.A

b. Describe how increasingly available information is changing society. COJB.06.02.B

03. Distinguish between different forms of media and their specific applications. COJB.06.03

a. Describe the differences amongst media, including newspaper, magazines, electronic news, television, and radio. COJB.06.03.A

b. Describe the objectives, distribution, and timeliness of various media. COJB.06.03.B

04. Explain the value having a broad general knowledge base and awareness of cultural, regional and diversity issues adds to a journalism and broadcasting career. COJB.06.04

a. Identify useful knowledge for a reporter writing stories about the economy, a current ethnic art exhibit, and a new piece of military equipment. COJB.06.04.A

b. Explain how knowledge is useful in the broad coverage of events when research may not be possible. COJB.06.04.B