West Virginia CTE

Fundamentals of Broadcasting

Safety

1 **Demonstrate understanding of fire safety.** 1681.1

- 1 Display knowledge of fire prevention measures and protocols. 1681.1.1
- 2 Execute proper procedures in case of a fire emergency. 1681.1.2

2 **Demonstrate knowledge of equipment safety.** 1681.2

- 1 Read operating instructions before using any equipment. 1681.2.1
- 2 Understand proper handling of cables in a dry environment. 1681.2.2
- 3 Recognize proper equipment handling such as lifting techniques, secure mounting, and ergonomics. 1681.2.3
- 4 Understanding lighting safety such as studio light heat management, securing light fixtures, and avoiding direct eye exposure. 1681.2.4
- 5 Demonstrate appropriate camera safety such as tripod stability and battery safety. 1681.2.5
- 6 Research audio safety such as volume levels and microphone placement. 1681.2.6
- 7 Apply fundamentals of ladder and step stool safety. 1681.2.7
- 8 Demonstrate appropriate emergency and first aid knowledge and procedures for arts and communication occupations. 1681.2.8

Pre-Production

4 **Define target audience, including demographics and ratings.** 1681.4

- 1 Analyze and interpret news and information received from various sources to broadcast the information. 1681.4.1
- 2 Examine news items of local, national, and international significance to determine topics to address or obtain assignments from editorial staff members. 1681.4.2
- 3 Understand rating levels such as interest level, learning style, motivation, and engagement. 1681.4.3
- 4 Demonstrate an awareness of the arts within a cultural context to understand the nature and scope of art in society (e.g., how film, theatre, television, electronic, and print media productions influence values and behaviors). 1681.4.4

5 **Create or prepare production schedule/timeline.** 1681.5

- 1 Demonstrate ability to plan and organize various stages of production, including pre-production, production, and post-production. 1681.5.1

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dentify various budget/financial issues. 1681.6

1 Determine formats, approaches, content, levels, and mediums to effectively meet objectives within budgetary constraints, utilizing research, knowledge, and training. 1681.6.1

2 Assess the financial implications of different decisions and resource allocations throughout the project lifecycle. 1681.6.2

7 Demonstrate knowledge of concept development. 1681.7

1 Gather information and develop perspectives about news subjects through research, interviews, observation, and experience. 1681.7.1

2 Demonstrate the ability to plan a broadcast production. 1681.7.2

8 Demonstrate knowledge of various script formats, including storyboarding. 1681.8

1 Study scripts to become familiar with production concepts and requirements. 1681.8.1

2 Apply knowledge of script formats and storyboarding to effectively communicate narrative elements and visualize production sequences. 1681.8.2

3 Demonstrate the writing processes used in journalism and broadcasting media (e.g., cultivating ideas, comparing, and contrasting different writing styles, using pictures/video to support stories, editing content). 1681.8.3

9 Determine technical requirements and site survey/location scout. 1681.9

1 Determine the number, type, and approximate location of microphones, cameras and equipment needed for best sound recording or transmission quality and position them appropriately. 1681.9.1

10 Identify and describe various communication delivery methods. 1681.10

1 Prepare slates that describe the scenes being filmed. 1681.10.1

2 Recognize diverse communication delivery methods such as verbal, written, and visual. 1681.10.2

3 Describe the characteristics and applications of each communication delivery method. 1681.10.3

11 Design and construct sets and lighting. 1681.11

1 Understand layout and design of creative set designs tailored to production requirements. 1681.11.1

Production

12 Prepare graphics appropriate to production. 1685.12

2 Produce graphics for broadcasts. 1685.12.2

3 Design graphics that align with the visual style and message of the production. 1685.12.3

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Identify parts of cameras, accessories, and camera support systems. 1681.13

1. Identify and explain the purpose of each component of the camera. 1681.13.1
2. Recognize essential components like lenses, sensors, and tripods. 1681.13.2
3. Understand the roles of accessories such as filters and gimbals. 1681.13.3
4. Differentiate between camera mounts and grips. 1681.13.4
5. Learn about additional tools like external monitors and remote controls. 1681.13.5
6. Use cameras in several different camera mounts such as stationery, track-mounted, or crane-mounted. 1681.13.6
7. Practice with camera support systems like dollies, sliders, and cranes for stable and dynamic shots. 1681.13.7

14 Perform camera movements (e.g., tilt, pan, truck, dolly). 1681.14

1. Demonstrate the types of angles and camera movements in shooting video. 1681.14.1
2. Demonstrate mastery in performing dynamic camera motions to enhance visual storytelling. 1681.14.2

15 Properly adjust cameras (i.e., exposure, white balance). 1681.15

1. Read charts and compute ratios to determine variables such as lighting, shutter angles, filter factors, and camera distances. 1681.15.1
2. Ensure proper calibration of cameras to achieve balanced exposure and accurate color representation, control brightness, and contrast levels. 1681.15.2

16 Demonstrate appropriate lens operation and framing. 1681.16

1. Demonstrate proficiency in adjusting lenses for optimal framing, focusing, and zooming. 1681.16.1
2. Develop skillful handling of lenses to achieve desired visual composition. 1681.16.2
3. Demonstrate versatility in lens selection to adapt to various shooting scenarios. 1681.16.3
4. Ensure precise framing to convey intended emotions and messages effectively. 1681.16.4

17 Identify various live distribution methods. 1681.17

1. Explore diverse live distribution methods for content dissemination. 1681.17.1
2. Research different techniques for broadcasting live content. 1681.17.2
3. Become familiar with various avenues for live content distribution. 1681.17.3

18 Identify and maintain various recording and file management systems. 1681.18

1. Understand various file management systems commonly used in media production, such as file hierarchies, naming conventions, and metadata organization. 1681.18.1

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2 Organize recorded files systematically, employing folder structures and labeling techniques to facilitate easy retrieval and management. 1681.18.2

3 Apply metadata tags to recorded files, including relevant information such as date, location, and content description, to enhance searchability and organization. 1681.18.3

4 Implement measures to protect recorded files from loss, corruption, or unauthorized access, such as regular backups and password protection. 1681.18.4

19 Determine microphone selection and application. 1681.19

1 Assess audio requirements to select appropriate microphones. 1681.19.1

Post-Production

20 Identify and describe proper editing techniques. 1681.20

1 Select material most pertinent to presentation and organize this material into appropriate formats. 1681.20.1

2 Recognize various editing techniques suitable for the project's narrative and style. 1681.20.2

3 Describe the application of proper editing techniques to enhance storytelling and maintain continuity. 1681.20.3

21 Demonstrate editing aesthetics. 1681.21

1 Apply editing techniques to enhance visual appeal and coherence. 1681.21.1

2 Show proficiency in creating aesthetically pleasing transitions and effects. 1681.21.2

3 Demonstrate skill in maintaining a consistent and polished visual style throughout the editing process. 1681.21.3

22 Identify and manage various file formats. 1681.22

1 Recognize different file formats commonly used in multimedia production. 1681.22.1

2 Manage file formats efficiently to ensure compatibility across platforms. 1681.22.2

3 Convert and optimize file formats as needed to maintain quality and accessibility. 1681.22.3

23 Import, capture, and export media appropriately. 1681.23

1 Import media files seamlessly into the editing software for further processing. 1681.23.1

2 Capture media content from external sources with precision and clarity. 1681.23.2

3 Export media in the appropriate format and settings for optimal compatibility and quality. 1681.23.3

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24 **Describe and apply motion graphics and video compositing.** 1681.24

1 Explain the principles and techniques of motion graphics and video compositing. 1681.24.1

2 Apply motion graphics to enhance visual storytelling and engage the audience. 1681.24.2

3 Utilize video compositing to seamlessly integrate multiple visual elements for a cohesive and polished final product. 1681.24.3

25 **Evaluate the finished product with the client/audience.** 1681.25

1 Solicit feedback from the client/audience to assess their perception of the finished product. 1681.25.1

2 Analyze reactions and opinions to gauge the effectiveness of the production in meeting its objectives. 1681.25.2

3 Incorporate constructive criticism and suggestions to refine the final product for enhanced satisfaction and impact. 1681.25.3

26 **Identify and describe essential computer hardware and software.** 1681.26

1 Use software such as word processors and spreadsheets to perform common business applications. 1681.26.1

2 Use software such as databases to track and maintain company information. 1681.26.2

Ethics, Communications, and General Field Knowledge

27 **Identify and define various career paths in the video production/broadcasting field.** 1681.27

1 Demonstrate employability skills related to a career in arts and communication. 1681.27.1

2 Identify diverse career paths in video production and broadcasting. 1681.27.2

3 Recognize opportunities in television, film, advertising, and online media. 1681.27.3

4 Discuss the skill sets and qualifications required for each career path. 1681.27.4

5 Pursue career development skills to advance in arts and communication careers. 1681.27.5

28 **Exhibit knowledge of copyrights, contracts, ethics, images, talent, and industry legalities.** 1681.28

1 Maintain programming logs, as required by station management and the FCC. 1681.28.1

2 Organize and maintain compliance, license, and warranty information related to audio and video facilities. 1681.28.2

3 Keep daily program logs to provide information on all elements aired during broadcast, such as musical selections and station promotions. 1681.28.3

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4 Analyze current issues related to the arts and communication fields. 1681.28.4

5 Apply appropriate laws and regulations to arts and communication situations. 1681.28.5

6 Exhibit ethical conduct in conducting business and making decisions. 1681.28.6

7 Demonstrate knowledge of copyright laws relevant to the video production and broadcasting industry, including principles of intellectual property, fair use, and licensing requirements for using copyrighted material. 1681.28.7

8 Explore different types of contractual agreements commonly used in the industry, such as talent contracts, licensing agreements, and production contracts. 1681.28.8

9 Understand the key elements of contracts, rights and obligations of parties involved, and legal implications of contractual breaches. 1681.28.9

10 Analyze ethical considerations in video production and broadcasting, including issues such as accuracy, privacy, representation, and bias. 1681.28.10

11 Identify ethical dilemmas and make informed decisions in accordance with professional ethical standards and industry best practices. 1681.28.11

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29 **Demonstrate knowledge of the business aspects of the video/broadcasting field and professional behavior with clients, coworkers, and supervisors.** 1681.29

1 Develop manuals, texts, workbooks, or related materials for use with production materials or for training. 1681.29.1

2 Exhibit leadership qualities to improve the quality of work and the work environment. 1681.29.2

3 Work effectively in a team environment to improve the quality of work and the work environment. 1681.29.3

4 Apply reading skills in an arts and communication environment. 1681.29.4

5 Apply writing skills in an arts and communication environment. 1681.29.5

6 Locate, organize, and reference written information from reliable sources to communicate with coworkers and clients/participants. 1681.29.6

7 Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences. 1681.29.7

8 Apply listening skills and interpret verbal and nonverbal behaviors to enhance communication with coworkers and clients. 1681.29.8

9 Interpret and use tables, charts, and figures to support written and oral communication. 1681.29.9