

## Focus Area Level Report

Including Knowledge and Skills, and Performance Indicators



 Career Area: Arts, Information and Communications

 Cluster: Publishing and Broadcasting

 Focus Area: **Journalism and Broadcasting**

Industry-based knowledge and skill

Skill Type

**PBZA01.01** Demonstrate the ability to collect information, resources and materials for distribution through printed and/or broadcast media.

Performance Indicators

Delivery Level

PBZA01.01.01.00 Demonstrate how to obtain information to use in writing a story.

PBZA01.01.01.01 Demonstrate how to cultivate sources for stories.

PBZA01.01.02.00 Demonstrate knowledge of the similarities and differences among editorial, feature and news writing styles.

PBZA01.01.03.00 Develop written stories for print and broadcast.

PBZA01.01.04.00 Demonstrate how photographs and/or graphics support the development of stories.

PBZA01.01.04.01 Analyze how image capturing and graphics design support the development of electronic presentations.



Industry-based knowledge and skill

Skill Type

**PBZA02.01** Demonstrate the ability to develop a complete journalism or broadcast project.

Performance Indicators

Delivery Level

PBZA02.01.01.00 Analyze how to develop a complete journalism project.

PBZA02.01.01.01 Analyze how to develop a complete broadcast project, including a newscast.

PBZA02.01.02.00 Analyze individual writing and/or announcing competence.

PBZA02.01.03.00 Identify wardrobe suitable for projects, including on-camera appearances.

Industry-based knowledge and skill

Skill Type

**PBZA03.01** Distinguish among different forms of media and their specific applications.

Performance Indicators

Delivery Level

PBZA03.01.01.00 Analyze journalism and broadcast markets and demographics.

PBZA03.01.01.01 Analyze the business and economic factors that influence programming, content, and distribution for public, commercial and educational purposes.

PBZA03.01.02.00 Explain the use of promotional materials, standard public service announcements, commercials/ads, press kits and advertising tags.

PBZA03.01.03.00 Explain the differences among a variety of print, broadcast and web formats.

PBZA03.01.04.00 Demonstrate 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.

Industry-based knowledge and skill

Skill Type

**PBZA04.01** Demonstrate the ability to use equipment necessary to produce a journalism, broadcast or web project.

Performance Indicators

Delivery Level

PBZA04.01.01.00 Explain equipment and explain its function.

PBZA04.01.02.00 Perform production activities.

PBZA04.01.02.01 Explain responsibilities of a board shift.

PBZA04.01.02.02 Explain set design principles and practices.