

# 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

---

**6 Identify 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

---

**13 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
- 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

---

**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
- 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

---

**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