

# Reporting

Level 2: Student may have explored previously; first pathway specific course  
Pathway(s): Digital Media & Communication

## Description

Students are introduced to the variety of programs and occupations in audio/video technology, and communications and media systems. Students will demonstrate an understanding of how to gather information that may be published in print or online media. Instruction will be paired with hands-on lab experiences in community reporting, both verbal and visual.

## Student Learning Outcomes

### Career and Postsecondary Opportunities

- 1) Identify various careers where Reporting skills would be beneficial.
  - a. Recognize the work typically performed, tools and technology used, and nature of work environments.
  - b. Identify potential certifications within the careers.
  - c. Find membership organizations associated with the careers.
  - d. Understand the necessary education associated within the careers.
  - e. Investigate postsecondary opportunities for meeting education requirements for these careers.
- 2) Define professionalism within the context of reporting
  - a. Criticism and evaluation
  - b. Presentation
  - c. Assessment
- 3) Recognize laws, regulations, and ethics significant to the fields of reporting

### Reporting Fundamentals

- 4) Recognize newsworthiness
  - a. Timeliness
  - b. Proximity
  - c. Conflict and controversy
  - d. Human interest
  - e. Relevance
- 5) Construct effective leads
- 6) Conduct interviews
- 7) Analyze content for varied audiences and purposes
- 8) Examine the importance of sources
- 9) Use quotes and sources effectively
- 10) Demonstrate effective information gathering
- 11) Use the inverted pyramid
- 12) Illustrate alternatives to the inverted pyramid

- 13) Discuss effective second-cycle stories
- 14) Evaluate news releases for article ideas
- 15) Formulate accurate and unbiased reporting practices
- 16) Demonstrate the ability to meet deadlines