

**ADOPTED REGULATION OF THE
STATE BOARD OF EDUCATION**

LCB File No. R133-07

Effective January 30, 2008

EXPLANATION – Matter in *italics* is new; matter in brackets ~~[omitted material]~~ is material to be omitted.

AUTHORITY: §1, NRS 385.080 and 385.110.

A REGULATION relating to education; prescribing performance standards for a course of study in digital video and broadcast production; and providing other matters properly relating thereto.

Section 1. NAC 389.616 is hereby amended to read as follows:

389.616 A course of study in ~~[radio and television must include instruction designed to teach the pupil to do the following:~~

~~—1. Identify the necessary components used to build and operate a complete system for television.~~

~~—2. Adjust the lights for a television broadcast.~~

~~—3. Design and equip a photographic darkroom and demonstrate procedures for the development of pictures.~~

~~—4. Produce a series of photographs demonstrating key elements of composition.~~

~~—5. Produce a videotape ready for viewing by an audience.~~

~~—6. Produce a comprehensive audiovisual project, a film and a project for television.]~~ *digital*

video and broadcast production must be designed so that pupils meet the following performance standards by the completion of an advanced program of instruction:

1. *For the area of history, demonstrate knowledge of the history of communications, industry terminology, ethics and the law by:*
 - (a) *Demonstrating knowledge of the history of film and broadcast communications;*
 - (b) *Using industry terminology; and*
 - (c) *Demonstrating an understanding of industry ethics and the law;*
2. *For the area of safety, demonstrate knowledge of safety and personal responsibility in video production in the workplace by demonstrating:*
 - (a) *Professionalism and personal responsibility; and*
 - (b) *Safe work habits, including, without limitation:*
 - (1) *Following established procedures;*
 - (2) *Selecting and using appropriate tools and equipment;*
 - (3) *Properly maintaining tools and equipment; and*
 - (4) *Adhering to fire safety standards;*
3. *For the area of communication, demonstrate appropriate skills of communication by:*
 - (a) *Distinguishing different purposes and methods of writing for broadcast;*
 - (b) *Demonstrating appropriate speaking skills and demeanor for on-camera performances;*

and

 - (c) *Using story structures as appropriate for different applications in a script;*
4. *For the area of preproduction, demonstrate practices of preproduction which reflect the standards of the industry by:*
 - (a) *Demonstrating an understanding of the target audience, the goals of the client and the goals of the project;*

(b) Conducting formal and informal research to collect appropriate topical information for a project;

(c) Demonstrating effective skills for managing time when producing a video;

(d) Interpreting and writing a script for different projects;

(e) Demonstrating appropriate techniques for interviews; and

(f) Demonstrating appropriate practices in the newsroom;

5. For the area of production, demonstrate practices of production which reflect the standards of the industry by demonstrating:

(a) The ability to operate a camera;

(b) Effective techniques for on-camera interviews;

(c) Effective on-camera performances that are appropriate for a project;

(d) The ability to select and operate sound equipment that is appropriate for a project;

(e) The correct use of technology and proper procedures to produce a studio broadcast production;

(f) The correct use of technology and proper procedures to create a professional field production; and

(g) The ability to make appropriate and ethical decisions during the production process;

6. For the area of postproduction, demonstrate practices of postproduction which reflect the standards of the industry by:

(a) Organizing and evaluating all materials that are necessary for the postproduction process;

(b) Demonstrating computer skills that are necessary for completing a video project; and

(c) Demonstrating the ability to make appropriate and ethical decisions during the postproduction process; and

7. For the area of skills necessary to obtain employment, achieve workplace readiness, career development and lifelong learning by demonstrating:

(a) Skills necessary for solving problems;

(b) Skills of critical thinking;

(c) The ability to speak, write and listen effectively;

(d) The ability to select, apply and maintain appropriate technology necessary for a career;

(e) Skills of leadership and teamwork;

(f) An awareness of the ethical behavior appropriate for the workplace;

(g) The ability to effectively manage resources in high-performance workplaces;

(h) Skills necessary for the planning and development of a career; and

(i) Skills necessary for the retention of a job and the continuation of learning throughout a career.

**NOTICE OF ADOPTION OF PROPOSED REGULATION
LCB File No. R133-07**

The State Board of Education adopted regulations assigned LCB File No. R133-07 which pertain to chapter 389 of the Nevada Administrative Code.

INFORMATIONAL STATEMENT

1. A description of how public comment was solicited, a summary of public response, and explanation how other interested persons may obtain a copy of the summary.

Notice of Workshop to Solicit Comments on Proposed Regulations was sent to approximately 200 individuals and educational organizations. A workshop was held on October 5, 2007. There was no public comment.

The Notice of Intent to Act Upon a Regulation for public hearing and adoption of the amendments to NAC 389.616 – Digital Video Production Skill Standards was sent to approximately 200 individuals and educational organizations. The public hearing was conducted on November 30, 2007 to provide the opportunity for comments by affected parties and the public. There was public comment. The State Board of Education adopted the proposed amendments to the regulations with amendments to the proposed language.

2. The Number of Persons Who:

a) Attended Each Hearing: First Workshop: 8; First Hearing: 35; Second Hearing: N/A
b) Testified at Each Hearing: First Workshop: 0; First Hearing: 1; Second Hearing: N/A
c) Submitted Written Statements: First Workshop: 0; First Hearing: 0; Second Hearing: N/A

A copy of any written comments may be obtained by contacting Doris Arnold, Executive Assistant, Nevada Department of Education, 775-687-9217, or by writing to the Nevada Department of Education, 700 East Fifth Street, Carson City, Nevada 89701-5096.

3. A description of how comments were solicited from affected businesses, a summary of the response and an explanation how other interested parties may obtain a copy of the summary.

Comments were solicited through the workshop notice of September 13, 2007; and the public hearing notice of October 23, 2007. At the October 5, 2007 Workshop to Solicit Comments, there were no public comments to the proposed amendments to the regulation language. At the November 30, 2007 public hearing there were public comments to the proposed amendments to the regulation language.

Summary of Comments:
Workshop/Public Hearing Comments:

Workshop comments:

(a) There were no public comments during the workshop.

Public Hearing comments:

(b) Ms. Jensen, El Dorado High School, stated that photography film should remain in the high school curriculum darkroom techniques.

A copy of the summary and/or minutes of the public hearing may be obtained by contacting Doris Arnold, Executive Assistant, Nevada Department of Education, 775-687-9217, or by writing to the Nevada Department of Education at 700 East Fifth Street, Carson City, Nevada 89701-5096.

4. If the regulation was adopted with or without change to any part of the proposed regulation, a summary of the reasons for adopting.

The Nevada State Board of Education adopted the proposed amendments to the regulation language at the public hearing with additional amendments held November 30, 2007. The reason for adopting the amendments to the regulation is to replace portions of the occupational course of study in NAC code that were developed in 1980. The new skill standards are modeled from national industry skill standards and other states' standards. The proposed standards have also been endorsed by local business and industry

5. The estimated economic effect of the adopted regulation on the business that it is to regulate and on the public. These must be stated separately and each case must include:

There is no anticipated economic effect on the public. There is no estimated cost for endorsement to the regulating agency. There is a possible fiscal impact to school districts in curriculum development, professional development and in the supply/equipment needs for ongoing program improvement.

6. The estimated cost to the agency for enforcement of the adopted regulation.

There is no additional cost to the agency for enforcement of this regulation.

7. A description of any regulations of other state or governmental agencies which the proposed regulation overlaps or duplicates and a statement explaining why the duplication or overlapping is necessary. If the regulation overlaps or duplicates a federal regulation, the name of the regulating federal agency.

No other state or governmental agency regulations will be overlapped or duplicated by the above noted regulation. There is no duplication or overlap of federal regulations.

8. If the regulation includes provisions which are more stringent than a federal regulation, which regulates the same activity, a summary of such provisions.

There are none.

9. If the regulation provides a new fee or increases an existing fee, the total annual amount the agency expects to collect and the manner in which the money will be used.

This regulation does not provide for a new fee or increase an existing fee.