

LCB File No. R133-07

**PROPOSED REGULATION OF THE
STATE BOARD OF EDUCATION**

Explanation: Matter in *italics* or underlined is new; matter in brackets ~~H~~ or ~~stricken~~ is material to be omitted.

AUTHORITY: NRS 385.080 & (if necessary, provide other statutory authority)

Section 1. NAC 389 is hereby amended as follows:

NAC 389.616 ~~[Radio and television.]~~ *Digital Video and Broadcast Production* (NRS 385.080, 385.110) ~~[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.]~~

A course of study in digital video and broadcast production must be designed so that students meet the following performance standards by the completion of an advanced program of instruction:

- 1. For the areas of history the student will demonstrate knowledge of the history of communications, industry terminology, ethics, and law.*
 - (a) Demonstrate knowledge of the history of film and broadcast communications.*
 - (b) Utilize industry terminology.*
 - (c) Demonstrate an understanding of industry ethics and law.*
- 2. For the area safety, the student will demonstrate knowledge safety and personal responsibility in the video production workplace.*
 - (a) Demonstrate safe work habits, including following established procedures, selection and use of appropriate tools and equipment, maintenance of tools and equipment, and fire safety.*
 - (b) Demonstrate personal responsibility and professionalism.*
- 3. For the area communication, the student will demonstrate appropriate communication skills.*
 - (a) Distinguish different purposes and methods of writing for broadcast.*
 - (b) Demonstrate appropriate speaking skills and demeanor for on-camera performances.*
 - (c) Utilize story structure as related to different script applications.*
- 4. For the area of pre-production, the student will demonstrate pre-production practices that reflect industry standards.*
 - (a) Demonstrate an understanding of the target audience and client/project goals.*

(b) Conduct formal/informal research to collect appropriate topical information for a project.

(c) Demonstrate effective time-management skills used in video production.

(d) Interpret and write a script for different project applications.

(e) Demonstrate appropriate interviewing techniques.

(f) Demonstrate appropriate newsroom practices.

5. For the area of production, the student will demonstrate production practices that reflect industry standards.

(a) Demonstrate the ability to operate a camera.

(b) Demonstrate effective on-camera interviewing techniques.

(c) Demonstrate effective on-camera performances appropriate to the project.

(d) Demonstrate the ability to select and operate sound equipment appropriate for the project.

(e) Demonstrate the correct use of technology and proper procedures to produce a studio broadcast production.

(f) Demonstrate the correct use of technology and proper procedures to create a professional field production.

(g) Demonstrate appropriate and ethical decision making in the production process.

6. For the area of post-production, the student will demonstrate post-production standards that reflect industry standards.

(a) Organize and evaluate all materials necessary for the post-production process.

(b) Demonstrate computer skills necessary for completion of video projects.

(c) Demonstrate appropriate and ethical decision making in the post-production process.

7. For the area of employability skills, achieve workplace readiness, career development, and lifelong learning as demonstrated by the student's ability to:

(a) Demonstrate problem-solving skills.

(b) Demonstrate critical-thinking skills.

(c) Demonstrate the ability to speak, write, and listen effectively.

(d) Demonstrate the ability to select, apply, and maintain appropriate technology.

(e) Demonstrate leadership and teamwork skills.

(f) Demonstrate sound workplace ethics.

(g) Demonstrate the ability to effectively manage resources in high-performance workplaces.

(h) Demonstrate career planning and development skills.

(i) Demonstrate job retention and lifelong-learning skills.