

MoSTEP 1.2.1.1: Journalism Education (9-12) Competencies
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The beginning (preservice) Journalism 9-12 teacher will demonstrate knowledge of and/or competency in the following areas of study:

1. Press Rights and Responsibilities Show-Me Performance Standards (SS 1, 6; G 4.2-4.3; CR 3, 4) ; DESE Cert Reqs: History of Journalism, Mass Media and Society; 1997 SSC: 1; JEA: 2	1. Rights of student and professional journalists under the First Amendment.
	2. Ethics and responsibilities of the student and professional press.
	3. Basic mass media law, including, but not limited to, libel, obscenity, privacy, disruption, prior restraint, censorship, access to information, copyright, advertising, plagiarism, photojournalism and FCC regulations.
	4. News values, objectivity, fairness and community standards.
2. News Gathering and Reporting Show-Me Performance Standards (CA 1, 3, 5; G 1.1-1.10, 2.1-2.7; CR 1, 2); DESE Cert Reqs: News Writing and Reporting; 1997 SSC: 2; JEA: 2	1. Generating and assessing the importance of story ideas.
	2. Establishing and developing news beats.
	3. Using multiple sources which are unimpeachable and present various perspectives on a story.
	4. Gathering and evaluating information, including, but not limited to, gathering information through interviewing; polls, surveys and similar research techniques; and other primary and secondary resources.
	5. Interviewing techniques and guidelines, including interpersonal skills, questioning methods, and ethical issues.
	6. Writing styles and elements, including, but not limited to, news, editorials, features, sports, columns, investigative articles, headlines and captions.
	7. How and when to include effective quotes and paraphrasing.
	8. Editing and evaluating writing for news value, style, grammar and quality.
	9. Differences in writing for various news media, for example, newspaper, yearbook, Internet, and broadcasting.
3. Photojournalism Show-Me Performance Standards (CA 5; G 2.1-2.7; CR 6) ; DESE Cert Reqs: Photography 1997 SSC: 3; JEA: 2 *Photojournalism as used within this document, includes still, video, film, and digital photography.	1. Ethics of photojournalism.
	2. Elements of photocomposition.
	3. Different types of photography, for example action, sports, feature, and portraits.
	4. Use of cameras, including digital and analog cameras, lighting, types of film and film speed, and color vs. black-and-white image.
	5. Photo-editing, for example digital rendering, use of digital photo-editing software, developing, printing, chemicals papers, cropping, types of films, and darkroom safety.
4. Electronic Journalism Show-Me Performance Standards (CA 1, 4, 6; G 1.1-1.8; CR 1); DESE Cert Reqs: No specific requirement; 1997 SSC: 4; JEA: 2	1. Writing and production for electronic media.
	2. Interviewing skills and techniques for audio and video interviews, including voice, performance, and camera position.
5. Mass Media in Society	1. The history of journalism, the significance of the First Amendment, and the role of journalism in society.

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<p>Show-Me Performance Standards (CA 5-6; SS 1, 6; G 4.2-4.4, 4.8; CR 4); DESE Cert Reqs: Mass Media and Society; Mass Communication Theory; Broadcasting; 1997 SSC: 5; JEA: no overt reference</p>	<ol style="list-style-type: none"> 2. The place of the mass media in society, including, but not limited to, newspapers, magazines, alternative press, radio, television, wire services, cable and the Internet. 3. Strategies for facilitating discussion concerning media ethics and criticism. 4. Career opportunities in journalism.
<p>6. Design Show-Me Performance Standards (G 1.4, 1.8, 2.1, 2.7; CR 6) ; DESE Cert Reqs: Graphics, Advertising; 1997 SSC: 6; JEA: 2</p>	<ol style="list-style-type: none"> 1. Effective principles and techniques of newspaper, magazine, web page, advertising, television program, and other visual media design. 2. Principles and terminology related to publication design and production; for example, computer-aided design, signatures/flats, paper, PMTs/halftones, paste-ups, and dummy. 3. Resources available for designing and producing electronic media, including digital capture and rendering hardware, as well as design and publishing software.
<p>7. Management Skills for Publications Advisors Show-Me Performance Standards (SS 6, CA 5-6; G 1.2, 1.5-1.7, 2.3, 3.1-3.2, 3.4, 3.6, 4.2-4.6; CR 5) ; DESE Cert Reqs: No specific requirement; 1997 SSC: 7; JEA: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10</p>	<ol style="list-style-type: none"> 1. Rights and responsibilities of the teacher as advisor, students, and school administrators. 2. Strategies for maintaining the integrity of the media outlets while developing relationships with the school and the community; the Student Press Law Center, professionals, state and national critique services, and peer professionals. 3. Student staff organization and management, scheduling time to meet deadlines, and fostering interpersonal skills. 4. Strategies to assess the effectiveness of publications, for example, surveys and contests. 5. Strategies for developing editorial and advertising policies of the various media outlets.
<p>8. Business Skills for Publications Advisors Show-Me Performance Standards (G 3.1-3.8; CR 5) ; DESE Cert Reqs: No specific requirement; 1997 SSC: 8; ; JEA: 11, 12</p>	<ol style="list-style-type: none"> 1. Strategies for balanced budget development for publications programs, including, but not limited to bookkeeping, purchasing, inventory practices, bid specifications, and vendor contracts. 2. Strategies for advertising, marketing, and distribution.