



Entry Level Assessment Blueprint

Broadcasting and Journalism



Test Code: 1106 / Version: 01

Specific Competencies and Skills Tested in this Assessment:

General Arts and Communications Technical Skills

- Compare and contrast the roles of creators, performers, and others involved in the production and presentation of broadcasting/journalism, performing arts, and visual arts
- Understand the creative development process as it relates to artistic fields.
- 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)
- Analyze current issues related to the arts and communication fields
- Use marketing and advertising strategies effectively to inform and interest the public about various arts and communication programs.

Broadcasting and Journalism Technical Skills

- 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)
- Demonstrate the ability to plan and deliver a broadcast production
- Demonstrate understanding of technical support related to broadcasting (e.g., equipment, lighting)

Academic Foundations

- Apply reading skills in an arts and communication environment
- Apply writing skills in an arts and communication environment
- Apply mathematical skills in an arts and communication environment
- Apply science skills in an arts and communication environment



Specific Competencies and Skills continued:

Systems

- Demonstrate understanding of the roles arts and communication fields hold within society and the economy
- Demonstrate understanding of company hierarchies and roles within arts and communication organization structures

Ethics and Legal Responsibilities

- Apply appropriate laws and regulations to arts and communication situations
- Exhibit ethical conduct in conducting business and making decisions in arts and communication environments

Communication

- Locate, organize, and reference written information from reliable sources to communicate with coworkers and clients/participants
- Develop and deliver formal and informatl presentations using appropriate media to engage and inform audiences
- Apply listening skills and interpret verbal and nonverbal behaviors to enhance communication with coworkers and clients
- Interpret and use tables, charts, and figures to support written and oral communication

Information Technology Applications

- Use software such as word processors and spreadsheets to perform common business applications
- Use software such as databases to track and maintain company information

Problem Solving, Critical Thinking, and Decision Making

- Use problem solving and critical thinking skills to locate good sources of information about problems and determine appropriate methods for investigating causes
- Use problem solving and critical thinking skills to determine root causes of problems and suggest solutions

Specific Competencies and Skills continued:

Leadership and Teamwork

- Exhibit leadership practices to improve the quality of work and the work environment
- Work effectively in a team environment to improve the quality of work and the work environment

Safety, Health, and Environmental

- Identify and practice appropriate health and safety procedures for arts and communication occupations
- Demonstrate appropriate emergency and first aid knowledge and procedures for arts and communication occupations

Employability and Career Development

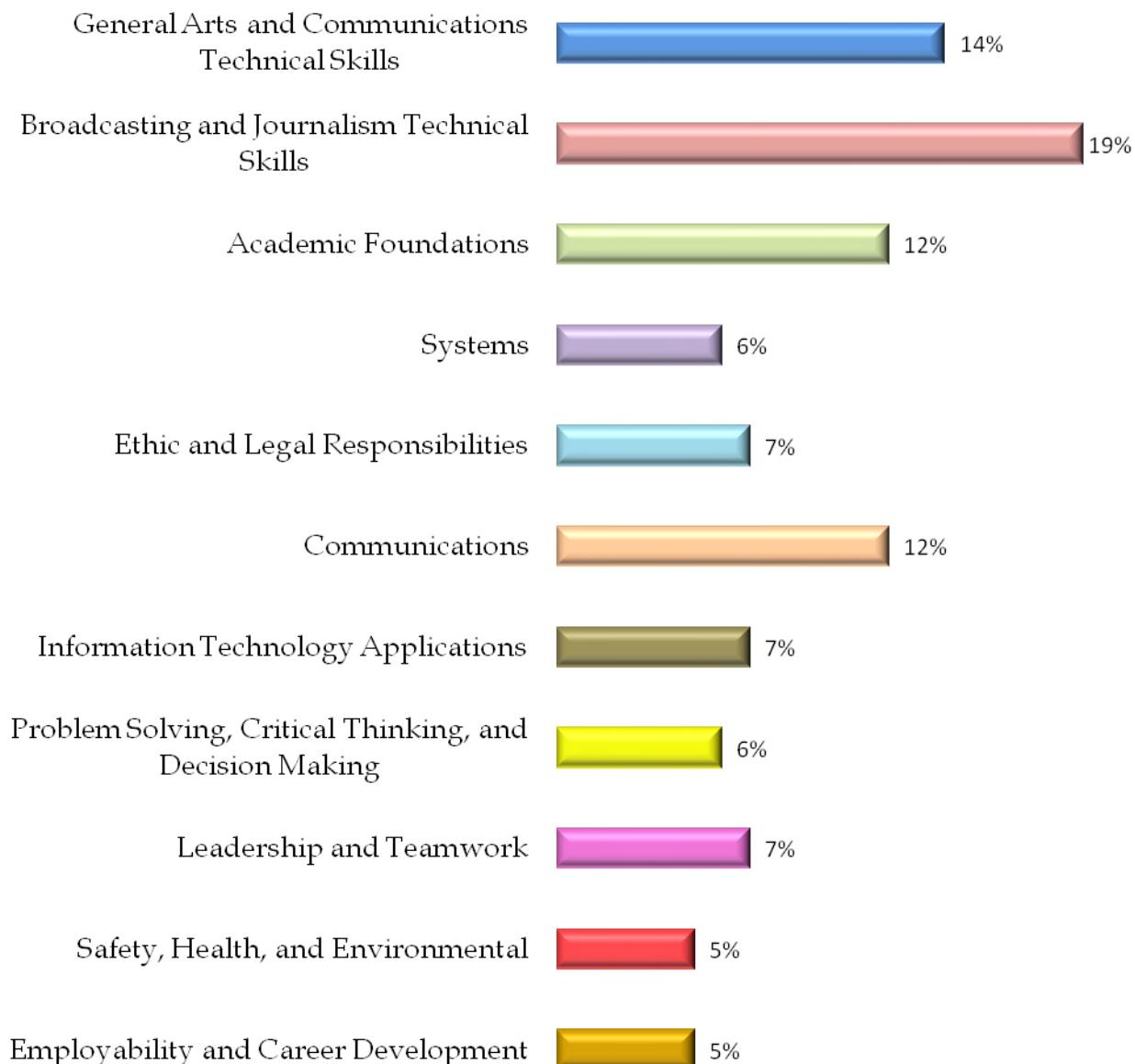
- Demonstrate employability skills related to a career in arts and communication
- Pursue career development skills to advance in arts and communication careers



Written Assessment:

Administration Time: 2 hours
Number of Questions: 104

Areas Covered:



Sample Questions:

When used effectively, the _____ can help establish a strategic platform and keep the creative team on the same page as the client

- A. design brief
- B. comprehensive
- C. market research
- D. source book

To secure legal right to use someone's face in a production or published photo, the producer must get a

- A. copyright from the state
- B. release signed by the subject
- C. patent for the processing that will be used
- D. verbal agreement

A benefit of teamwork for employees is

- A. less responsibility
- B. higher pay
- C. greater work efficiency
- D. less required training

Light used to soften shadows is called

- A. key light
- B. spotlight
- C. fill light
- D. base light

An effective mentor is a person who

- A. shares mastered skills and experience
- B. holds a leadership position in the organization
- C. is external to the employee's organization
- D. has been given salary raises in the past

What is today's best place to target market fashion goods to teenagers?

- A. newspaper
- B. mass mailing
- C. website
- D. yellow pages

Sample Questions (continued)

During an interview with a client, the listener's understanding should be demonstrated by

- A. restating information back to the client
- B. having the organization's secretary call the client
- C. shaking the client's hand firmly and vigorously
- D. smiling and nodding repeatedly

Evidence of professional development is important for advancement because it shows

- A. a desire to establish a good relationship with the boss
- B. an interest in getting a different job
- C. an awareness of the need to gain additional skills
- D. that job duties are being restructured

Which of the following words is spelled correctly?

- A. saturation
- B. articulite
- C. expresionism
- D. reprasentalional

The first step taken when coming upon the scene of a workplace accident is to

- A. administer CPR to the victim
- B. evaluate the accident site for safety
- C. check the responsiveness of the victim
- D. treat the victim for shock