

Identifier	Poplar - Apprentice - Media Production		Introduced	Completed
A MP 1	HISTORY			
A MP 1.1.01	Communications	Identify key industry terms related to communication.		
A MP 1.1.02	Communications	Identify significant developments in communication technology throughout history.		
A MP 1.2.01	Terminology	Identify parts of standard industry equipment.		
A MP 1.2.02	Terminology	List industry abbreviations, acronyms, and terminology.		
A MP 1.3.01	Ethics and Law	Define plagiarism, copyright law, and their implications.		
A MP 1.3.02	Ethics and Law	Find source materials for applicable copyright and media law.		
A MP 2	SAFETY AND PERSONAL RESPONSIBILITY			
A MP 2.1.01	Work Habits	Maintain an orderly and safe work-station within total production area.		
A MP 2.1.02	Work Habits	Identify and locate all safety equipment in the media lab.		
A MP 2.2.01	Professionalism	Identify acceptable work habits, ethics, and behavior.		
A MP 2.2.02	Professionalism	Sign out and return equipment in a timely manner.		
A MP 2.2.03	Professionalism	Function as a team member.		
A MP 3	COMMUNICATIONS			
A MP 3.1.01	Methods	Proofread copy work.		
A MP 3.1.02	Methods	Distinguish fact from opinion.		
A MP 3.1.03	Methods	Ask and answer questions coherently and concisely.		
A MP 3.2.01	Performance Skills	Describe technically acceptable visual components (i.e. makeup, clothing, color, set dressing).		
A MP 3.2.02	Performance Skills	Practice speaking for on-camera performances.		
A MP 3.3.01	Scripting	Identify the elements of a storyboard.		
A MP 3.3.02	Scripting	Identify scripts by format such as: divided page, movie script or storyboard.		
A MP 3.3.03	Scripting	Identify effective story openings (attention getter)		
A MP 3.3.04	Scripting	Write open-ended interview questions.		
A MP 4	PRE-PRODUCTION PRACTICES			
A MP 4.1.01	Target Audience	Identify the target audience.		
A MP 4.1.02	Target Audience	Identify project goals.		
A MP 4.1.03	Target Audience	Identify the basic elements of a budget.		
A MP 4.2.01	Research	Identify resources to conduct research.		
A MP 4.3.01	Time Management	Complete tasks by assigned deadlines.		
A MP 4.3.02	Time Management	Define a prioritized task list.		
A MP 4.3.03	Time Management	Perform as a team member.		
A MP 4.4.01	Script Applications	List basic components of scripting formats.		
A MP 4.4.02	Script Applications	Utilize appropriate components of scripting formats.		
A MP 4.5.01	Interviewing	List the correct steps to do an interview.		
A MP 4.5.02	Interviewing	Practice a mock interview.		
A MP 4.5.03	Interviewing	Explain the differences between biased and unbiased questions.		
A MP 4.6.01	Practices	List job functions of production and news teams.		
A MP 5	PRODUCTION PRACTICES			
A MP 5.1.01	Operations	Identify types of equipment use and movements.		
A MP 5.1.02	Operations	Identify the functions and uses of a auxiliary equipment.		
A MP 5.1.03	Operations	Identify and create different compositions available from different equipment.		
A MP 5.1.04	Operations	Identify and utilize appropriate equipment for projects.		
A MP 5.1.05	Operations	Identify and utilize correct resources for production.		
A MP 5.1.06	Operations	Explain the rule of thirds.		
A MP 5.2.01	Interview Techniques	Identify the elements for completion of an interview including, interviewee's name, title, spelling, and location.		
A MP 5.2.02	Interview Techniques	Identify a proper closing: example "Reporting for ... I am ..."		
A MP 5.3.01	Performances	Identify the purpose for makeup, wardrobe, environment, effects.		
A MP 5.3.02	Performances	Identify proper eye contact.		
A MP 5.3.03	Performances	Rehearse appropriate performance techniques: examples posture, body language, reactions, voice, and volume, depended on product format.		
A MP 5.3.04	Performances	Rehearse proper closing (example - Reporting for ...).		
A MP 5.3.05	Performances	Practice speaking coherently on camera.		
A MP 5.4.01	Equipment	Identify the types of sound equipment used in field and studio formats.		
A MP 5.5.01	Procedures	Identify basic studio camera operation.		
A MP 5.5.02	Procedures	Identify the equipment for studio broadcast production.		
A MP 5.5.03	Procedures	Identify the need for sound, graphics, and lighting.		
A MP 5.5.04	Procedures	List the jobs necessary for studio production.		
A MP 5.6.01	Field Production	Identify the equipment for field production.		
A MP 5.6.02	Field Production	Identify and demonstrate basic field camera operation.		
A MP 5.6.03	Field Production	Identify the need for sound and lighting.		
A MP 5.6.04	Field Production	List the jobs necessary for field production.		
A MP 5.7.01	Industry Standards	Identify privacy laws.		
A MP 5.7.02	Industry Standards	Explain the purpose of release forms with respect to businesses and private citizens.		
A MP 6	POST-PRODUCTION PRACTICES			

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A MP 6.1.01	Process	List steps in the post production.		
A MP 6.1.02	Process	Generate a shot log.		
A MP 6.2.01	Project Skills	List commonly used software.		
A MP 6.2.02	Project Skills	Explore various software programs for completion of a project.		
A MP 6.2.03	Project Skills	Identify steps in the post production process.		
A MP 6.3.01	Ethics	Explore codes of ethics from different news/legal sources.		
A MP 6.4.01	Evaluation	Discuss prerecorded video examples/samples.		
A MP 7	EMPLOYABILITY SKILLS			
A MP 7.1.01	Problem Solving	Identify the basic steps in the problem-solving process.		
A MP 7.1.02	Problem Solving	Identify alternative solutions to a problem.		
A MP 7.1.03	Problem Solving	Identify the basic components of an action plan.		
A MP 7.2.01	Critical Skills	State the importance of critical thinking in identifying, analyzing, and solving a video production problem.		
A MP 7.2.02	Critical Skills	Identify the essential steps of critical thinking.		
A MP 7.2.03	Critical Skills	Define emotional and logical thinking.		
A MP 7.2.04	Critical Skills	Identify the difference between opinions and statements of fact.		
A MP 7.3.01	Speak, Write, Listen	Define forms communication.		
A MP 7.3.02	Speak, Write, Listen	Explain the benefits of effective communication in video production.		
A MP 7.3.03	Speak, Write, Listen	Explain how cultural and physical diversity effect communication.		
A MP 7.3.04	Speak, Write, Listen	Identify applicable medium for conveying messages.		
A MP 7.4.01	Technology	Recognize technology used in the industry.		
A MP 7.4.02	Technology	Use an Internet browser to locate specific Websites related to the industry.		
A MP 7.5.01	Workplace	Explain the importance of groups.		
A MP 7.5.02	Workplace	Explain how to organize groups.		
A MP 7.5.03	Workplace	Describe the importance of a proper dress code.		
A MP 7.6.01	Career Development	Discuss the importance of ethics in the workplace.		
A MP 7.6.02	Career Development	Meet attendance standards.		
A MP 7.6.03	Career Development	Describe an organized workplace.		
A MP 7.6.04	Career Development	Identify the appropriate response to an unethical action.		
A MP 7.7.01	Resources	List effective time management skills.		
A MP 7.7.02	Resources	Use technology to complete assignments.		
A MP 7.7.03	Resources	Utilize materials, tools, and processes to complete a task related to a career selection.		
A MP 7.7.04	Resources	Read and follow instructions from manuals on the use and care of materials, tools, and equipment.		
A MP 7.7.05	Resources	Maintain a clean, organized, and safe job site.		
A MP 7.7.06	Resources	Identify traits needed for cooperation and leadership in a team at school or in a workplace setting.		
A MP 7.7.07	Resources	Identify the material resources and space requirements needed to complete an assignment.		
A MP 7.8.01	Career Planning	Locate employment opportunities.		
A MP 7.8.02	Career Planning	Identify job requirements for entry-level positions in the industry.		
A MP 7.8.03	Career Planning	Identify general conditions for employment.		
A MP 7.8.04	Career Planning	Identify educational/training requirements for related fields.		
A MP 7.8.05	Career Planning	Identify the elements of goal setting.		
A MP 7.8.06	Career Planning	Identify related careers.		
A MP 7.8.07	Career Planning	Describe essential job interview skills.		
A MP 7.8.08	Career Planning	Identify the components of a career portfolio.		
A MP 7.9.01	Retention Skills	Describe the importance of a portfolio.		
A MP 7.9.02	Retention Skills	Identify options for lifelong learning.		
A MP 7.9.03	Retention Skills	Identify interpersonal skills needed for job retention.		
A MP 7.9.04	Retention Skills	Identify jobs with opportunity for advancement.		
A MP 7.9.05	Retention Skills	Describe the importance of career planning.		

Identifier	Poplar - Journeyman - Media Production		Introduced	Completed
J MP 1	HISTORY			
J MP 1.1.01	Communications	Compare and contrast the essential aspects of communications media (i.e., print, radio, network/cable television, Internet, and film).		
J MP 1.1.02	Communications	Develop a timeline for major technological developments and events in the history of video technology.		
J MP 1.1.03	Communications	Explain the importance of industry pioneers and significant moments in broadcast history.		
J MP 1.2.01	Terminology	Utilize industry terminology in the broadcast production lab.		
J MP 1.2.02	Terminology	Utilize industry abbreviations and acronyms as appropriate.		
J MP 1.2.03	Terminology	Appropriately identify equipment for use in daily tasks.		
J MP 1.3.01	Ethics and Law	Demonstrate an understanding of applicable media law.		
J MP 1.3.02	Ethics and Law	Explain copyright laws/issues and model ethical acquisition and use of digital information, citing sources using established methods.		
J MP 1.3.03	Ethics and Law	Research and follow Federal Communication Commission (FCC) regulations.		
J MP 1.3.04	Ethics and Law	Demonstrate proper etiquette and knowledge of acceptable use policies when using networks, especially resources on the Internet and intranet.		
J MP 1.3.05	Ethics and Law	Obtain video and audio consents for assigned projects.		
J MP 2	SAFETY AND PERSONAL RESPONSIBILITY			
J MP 2.1.01	Work Habits	Select appropriate tools, procedures, and/or equipment needed to produce a product.		
J MP 2.1.02	Work Habits	Demonstrate the safe usage of appropriate tools and the proper operation of equipment needed to produce a product.		
J MP 2.1.03	Work Habits	Maintain and troubleshoot tools and equipment.		
J MP 2.1.04	Work Habits	Explain fire prevention and safety precautions and practices for extinguishing fires.		
J MP 2.2.01	Professionalism	Exhibit professional conduct and work ethics in the development of audio and video productions.		
J MP 2.2.02	Professionalism	Identify or demonstrate appropriate responses to criticism.		
J MP 2.2.03	Professionalism	Dress professionally and appropriately as per assignment.		
J MP 2.2.04	Professionalism	Exhibit the ability to follow directions.		
J MP 3	COMMUNICATIONS			
J MP 3.1.01	Methods	Distinguish different purposes and methods of writing a variety of scripts.		
J MP 3.1.02	Methods	Read critically by asking pertinent questions, recognizing assumptions and implications where they exist, and by evaluating ideas.		
J MP 3.1.03	Methods	Gather and organize information from primary and secondary sources and cite sources properly.		
J MP 3.1.04	Methods	Participate critically and constructively in the exchange of ideas, particularly during class discussions and conferences with instructors.		
J MP 3.2.01	Performance Skills	Demonstrate appropriate speaking skills for an on air performance (i.e., pitch, tone emphasis, inflection, pacing enunciation, and timing).		
J MP 3.2.02	Performance Skills	Apply appropriate on-camera performance skills (appearance, gestures, posture, etc.).		
J MP 3.2.03	Performance Skills	Read for a camera using a teleprompter or cue cards		
J MP 3.2.04	Performance Skills	Perform as talent in a production.		
J MP 3.2.05	Performance Skills	Deliver material without bias (voice inflection or gesture).		
J MP 3.3.01	Scripting	Write effective story openings that capture audience attention.		
J MP 3.3.02	Scripting	Write stories that show continuity of thought (beginning, middle, and end).		
J MP 3.3.03	Scripting	Demonstrate effective placement of interview segments including lead-in, questioning, and closure.		
J MP 3.3.04	Scripting	Write effective voice-over for various script applications.		
J MP 3.3.05	Scripting	Write scripts that convey a variety of desired story elements.		
J MP 3.3.06	Scripting	Develop and write a storyboard.		
J MP 4	PRE-PRODUCTION PRACTICES			
J MP 4.1.01	Target Audience	Select appropriate production topics for the target audience.		
J MP 4.1.02	Target Audience	Offer a variety of treatments for project goals.		
J MP 4.1.03	Target Audience	Work within a predetermined budget.		
J MP 4.1.04	Target Audience	Generate a realistic budget for client needs.		
J MP 4.2.01	Research	Apply active research methods including personal interviews, professional journals, use surveys, etc.		
J MP 4.2.02	Research	Utilize primary and secondary sources.		
J MP 4.2.03	Research	Demonstrate appropriate note taking skills.		
J MP 4.2.04	Research	Cite all sources correctly.		
J MP 4.3.01	Time Management	Estimate time and resources for each phase of the project.		
J MP 4.3.02	Time Management	Identify necessary feedback and checkpoints at critical stages of the project.		
J MP 4.3.03	Time Management	Organize and prioritize a detailed task list and schedule.		
J MP 4.3.04	Time Management	Organize a team to effectively accomplish projects within a schedule and budget.		
J MP 4.4.01	Script Applications	Write scripts using a screenplay format.		
J MP 4.4.02	Script Applications	Create and interpret storyboards.		
J MP 4.4.03	Script Applications	Write a script using the divided page format.		
J MP 4.5.01	Interviewing	Conduct formal/informal research to collect topical information.		
J MP 4.5.02	Interviewing	Write open-ended questions to elicit in-depth responses.		

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J MP 4.5.03	Interviewing	Select interviewee(s) appropriate for the topic.		
J MP 4.5.04	Interviewing	Select a location that enhances the interview.		
J MP 4.5.05	Interviewing	Contact interviewee(s) and schedule interview.		
J MP 4.5.06	Interviewing	Recognize the differences between biased and unbiased questions.		
J MP 4.6.01	Practices	Give and follow directions in a newsroom setting.		
J MP 4.6.02	Practices	Set and adhere to production deadlines.		
J MP 4.6.03	Practices	Effectively utilize newsroom personnel to create the newscast content.		
J MP 5	PRODUCTION PRACTICES			
J MP 5.1.01	Operations	Select, operate, and exhibit correct use of video camera for project specifications.		
J MP 5.1.02	Operations	Demonstrate the functions and uses of a tripod.		
J MP 5.1.03	Operations	Demonstrate types of camera angles and movements.		
J MP 5.1.04	Operations	Demonstrate the rule of thirds.		
J MP 5.1.05	Operations	Create different shot compositions such as medium shot, close up, and long shot.		
J MP 5.1.06	Operations	Utilize appropriate microphones for projects.		
J MP 5.1.07	Operations	Utilize correct lighting resources such as natural light, reflectors, and portable lights.		
J MP 5.2.01	Interview Techniques	Ask questions coherently and concisely, using proper grammar.		
J MP 5.2.02	Interview Techniques	Demonstrate effective listening skills.		
J MP 5.2.03	Interview Techniques	Improvise questions based on the interviewee's response.		
J MP 5.2.04	Interview Techniques	Demonstrate all industry standard interview elements.		
J MP 5.3.01	Performances	Demonstrate appropriate makeup and wardrobe techniques.		
J MP 5.3.02	Performances	Demonstrate appropriate performance techniques, such as posture, eye contact, body language, reactions, voice, and volume, depending on the product format.		
J MP 5.3.03	Performances	Speak coherently and effectively.		
J MP 5.3.04	Performances	Create and use appropriate verbal transitions for opening and closing of a segment.		
J MP 5.4.01	Equipment	Select appropriate microphone types for a variety of productions.		
J MP 5.4.02	Equipment	Set up and operate microphones in different settings or with different cameras.		
J MP 5.4.03	Equipment	Demonstrate the effective use of an audio mixer.		
J MP 5.5.01	Procedures	Demonstrate the setup and operation of basic studio equipment (i.e., switcher, teleprompter, recorder) for specific project needs.		
J MP 5.5.02	Procedures	Perform the jobs necessary for a studio production (i.e., director, audio engineer, recording/playback engineer).		
J MP 5.5.03	Procedures	Demonstrate basic studio camera operation.		
J MP 5.5.04	Procedures	Create and incorporate titles and other graphics in a studio production.		
J MP 5.5.05	Procedures	Use proper lighting.		
J MP 5.6.01	Field Production	Demonstrate the use of basic field equipment.		
J MP 5.6.02	Field Production	Perform field production jobs to include camera, lighting, and sound technicians.		
J MP 5.6.03	Field Production	Demonstrate basic field camera operations to reflect each new location.		
J MP 5.6.04	Field Production	Determine camera shooting techniques appropriate for the production, such as shot composition, angle, and use of mounting devices.		
J MP 5.7.01	Industry Standards	Demonstrate an understanding of ethics and laws with respect to use of cameras and other recording devices.		
J MP 5.7.02	Industry Standards	Adhere to privacy laws.		
J MP 5.7.03	Industry Standards	Use release forms to obtain consent.		
J MP 5.7.04	Industry Standards	Respect the integrity and sensitivity of all persons or groups participating or referenced in the production process.		
J MP 5.7.05	Industry Standards	Demonstrate "good taste" throughout the production process.		
J MP 6	POST-PRODUCTION PRACTICES			
J MP 6.1.01	Process	Select portions from the shot log to be incorporated into the final product.		
J MP 6.1.02	Process	Update original script to reflect changes made during the production phase of the project, when applicable.		
J MP 6.1.03	Process	Estimate the time necessary for post production.		
J MP 6.1.04	Process	Schedule the time for post production.		
J MP 6.2.01	Project Skills	Operate video editing software to complete a project.		
J MP 6.2.02	Project Skills	Capture/import source video from the shot list.		
J MP 6.2.03	Project Skills	Use the tools in the software program to manipulate video (i.e. color, motion, filters, transitions).		
J MP 6.2.04	Project Skills	Utilize visual techniques to enhance the final product (i.e. animations, graphics).		
J MP 6.2.05	Project Skills	Use multiple audio sources appropriately in the completion of the project.		
J MP 6.2.06	Project Skills	Adjust levels for multiple tracks of audio in relationship to each other and within industry standards.		
J MP 6.2.07	Project Skills	Use audio to enhance the final product.		
J MP 6.2.08	Project Skills	Export a project to appropriate media.		
J MP 6.3.01	Ethics	Obtain appropriate copyright clearances for all audio or video elements included in any product.		
J MP 6.3.02	Ethics	Respect the integrity and sensitivity all persons or groups participating or referenced in any production.		
J MP 6.3.03	Ethics	Determine appropriateness to run a story as it applies to project ethics and audience.		

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J MP 6.4.01	Evaluation	Evaluate content for message effectiveness. (E.g., Does it tell the story?)		
J MP 6.4.02	Evaluation	Assess video/audio quality for levels and clarity.		
J MP 6.4.03	Evaluation	Revise work based on critiques.		
J MP 7	EMPLOYABILITY SKILLS			
J MP 7.1.01	Problem Solving	Solve a video production problem using the appropriate steps in the problem-solving process.		
J MP 7.1.02	Problem Solving	Demonstrate brainstorming techniques.		
J MP 7.1.03	Problem Solving	Examine and explain the advantages and disadvantages of alternative solutions to one or more problems.		
J MP 7.1.04	Problem Solving	Create an action plan based upon a solution to a video production problem.		
J MP 7.2.01	Critical Skills	Identify and explains the essential elements of the critical thinking process as related to the video industry.		
J MP 7.2.02	Critical Skills	Demonstrate critical thinking skills necessary in the video industry.		
J MP 7.2.03	Critical Skills	Explain how emotional thinking and logical thinking affect decision making in the video industry.		
J MP 7.2.04	Critical Skills	Explain the difference between reliable and unreliable observations and statements of facts.		
J MP 7.2.05	Critical Skills	Recognize patterns or relationships through observation and discovery.		
J MP 7.3.01	Speak, Write, Listen	Explain the benefits of effective communication skills in the workplace.		
J MP 7.3.02	Speak, Write, Listen	Interpret and respond to verbal and nonverbal messages.		
J MP 7.3.03	Speak, Write, Listen	Demonstrate proper telephone etiquette.		
J MP 7.3.04	Speak, Write, Listen	Effectively communicate thoughts, ideas, and information in writing.		
J MP 7.3.05	Speak, Write, Listen	Organize ideas and communicate orally to effectively demonstrate job skills to others.		
J MP 7.3.06	Speak, Write, Listen	Locate, understand, and interpret written information in documents such as manuals, graphs, and schedules.		
J MP 7.3.07	Speak, Write, Listen	Select and utilize an appropriate medium for conveying messages with dignity and respect.		
J MP 7.3.08	Speak, Write, Listen	Organize information into the appropriate format in accordance with standard practices, which includes prewriting, drafting, proofreading, editing/revising, and preparing final copy.		
J MP 7.3.09	Speak, Write, Listen	Demonstrate sensitivity to cultural diversity in communication.		
J MP 7.3.10	Speak, Write, Listen	Identify common communication barriers and methods for improving communication.		
J MP 7.4.01	Technology	Demonstrate ability to utilize basic keyboarding techniques.		
J MP 7.4.02	Technology	Demonstrate ability to utilize other input devices.		
J MP 7.4.03	Technology	Demonstrate ability to utilize various electronic research methods.		
J MP 7.4.04	Technology	Demonstrate knowledge of the basic technology systems currently available and how they apply to your field (i.e. word processing, spreadsheets, multimedia applications, and databases).		
J MP 7.4.05	Technology	Investigate and explain the use, benefits, and costs of technological developments in the workplace and school.		
J MP 7.4.06	Technology	Identify and demonstrate the appropriate use of technology to enhance the efficiency of the workplace and school.		
J MP 7.4.07	Technology	Demonstrate routine maintenance and repair of equipment.		
J MP 7.5.01	Workplace	Work cooperatively when assigned to a group project.		
J MP 7.5.02	Workplace	Demonstrate the traits necessary to effectively lead and influence individuals and groups.		
J MP 7.5.03	Workplace	Demonstrate appropriate attitudes and behaviors for effective leadership.		
J MP 7.5.04	Workplace	Demonstrate respect for team members, team processes, and team goals.		
J MP 7.5.05	Workplace	Participate in the implementation of a group's decision and evaluate the results.		
J MP 7.5.06	Workplace	Demonstrate the qualities of an effective leader and team member.		
J MP 7.5.07	Workplace	Wear appropriate attire.		
J MP 7.6.01	Career Development	Develop personal work ethics through work experience.		
J MP 7.6.02	Career Development	Demonstrate ethical behavior in the workplace.		
J MP 7.6.03	Career Development	Demonstrate regular attendance, promptness, and the willingness to follow instructions and complete an assigned task.		
J MP 7.6.04	Career Development	Demonstrate appropriate personal and professional attitudes and behaviors.		
J MP 7.6.05	Career Development	Maintain a safe, clean, and organized work area.		
J MP 7.6.06	Career Development	Demonstrate awareness of legal responsibilities related to individual performance, safety, and customer satisfaction.		
J MP 7.6.07	Career Development	Demonstrate knowledge of various types of harassment.		
J MP 7.7.01	Resources	Develop a time schedule and prioritized task list to complete a job assignment.		
J MP 7.7.02	Resources	Identify the resources needed to complete a job assignment.		
J MP 7.7.03	Resources	Organize the material resources and space requirements needed to complete a job assignment.		
J MP 7.7.04	Resources	Use technology effectively to complete a job assignment.		
J MP 7.7.05	Resources	Demonstrate cooperation and leadership as a team at school or in a workplace setting.		
J MP 7.7.06	Resources	Use the basic components of effective time management.		
J MP 7.7.07	Resources	Recognize the need for management skills in the workplace with regard to stress, anger management, and substance abuse.		
J MP 7.8.01	Career Planning	Prepare a job application.		

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J MP 7.8.02	Career Planning	Prepare a personal résumé.		
J MP 7.8.03	Career Planning	Complete a personal aptitude and interest inventory.		
J MP 7.8.04	Career Planning	Participate in a mock job interview.		
J MP 7.8.05	Career Planning	Establish short-term career goals.		
J MP 7.8.06	Career Planning	Establish long-term career goals.		
J MP 7.8.07	Career Planning	Use the Montana Career Information System (CIS) or a similar computer-based program to research careers in a chosen field.		
J MP 7.8.08	Career Planning	Participates in an organized job-shadowing activity.		
J MP 7.8.09	Career Planning	Participate in a community service project.		
J MP 7.8.10	Career Planning	Construct a career portfolio.		
J MP 7.9.01	Retention Skills	Maintain an employment/career portfolio.		
J MP 7.9.02	Retention Skills	Explain strategies for balancing work and family roles.		
J MP 7.9.03	Retention Skills	Demonstrate understanding of the need for lifelong learning in a rapidly changing job market.		
J MP 7.9.04	Retention Skills	Describe strategies to maintain employment in the face of job reductions.		
J MP 7.9.05	Retention Skills	Develop long-term career planning strategies.		
J MP 7.9.06	Retention Skills	Describe various educational options needed for job retention.		
J MP 7.9.07	Retention Skills	Model workplace ethics, such as loyalty, punctuality, and initiative.		
J MP 7.9.08	Retention Skills	Demonstrate interpersonal skills needed for job retention.		

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M MP 1	HISTORY			
M MP 1.1.01	Communications	Produce a documentary exploring the history of media.		
M MP 1.2.01	Terminology	Instruct peers in use of industry vocabulary, equipment identification and usage.		
M MP 1.3.01	Ethics and Law	Model respect of intellectual property when manipulating, morphing, or editing graphics, video, text, and sound.		
M MP 1.3.02	Ethics and Law	Produce a documentary demonstrating comprehension of ethics/law.		
M MP 2	SAFETY AND PERSONAL RESPONSIBILITY			
M MP 2.1.01	Work Habits	Produce a video demonstrating safe usage of appropriate tools and the proper operation of equipment needed to produce a product.		
M MP 2.1.02	Work Habits	Produce a video demonstrating fire prevention and safety precautions for extinguishing fires.		
M MP 2.2.01	Professionalism	Produce a video demonstrating desirable work ethics and behavior.		
M MP 2.2.02	Professionalism	Critique a film or video using professional criteria.		
M MP 2.2.03	Professionalism	Direct peers in a professional video production.		
M MP 3	COMMUNICATIONS			
M MP 3.1.01	Methods	Act as a script editor.		
M MP 3.1.02	Methods	Participate in competitive events such as the SkillsUSA News Anchoring contest or the Television (Video) Production contest.		
M MP 3.2.01	Performance Skills	Participate in competitive television anchoring events such as SkillsUSA or STN (Student Television Network).		
M MP 3.3.01	Scripting	Create scripts for a variety of productions that tell the story.		
M MP 4	PRE-PRODUCTION PRACTICES			
M MP 4.1.01	Target Audience	Customize project goals to meet audience demographics.		
M MP 4.2.01	Research	Conduct field research, such as creating surveys and field tests.		
M MP 4.3.01	Time Management	Compete in a timed contest like SkillsUSA or STN (Student Television Network).		
M MP 4.4.01	Script Applications	Create a production plan that incorporates some or all of the following: lighting, audio, equipment selection, location list, and shot list.		
M MP 4.5.01	Interviewing	Assess potential interviewer's biases.		
M MP 4.6.01	Practices	Compete in news anchor (SkillsUSA) contest or other competitive skill assessment.		
M MP 5	PRODUCTION PRACTICES			
M MP 5.1.01	Operations	Utilize primary manual functions (i.e., focus, white balance, filters, gain, f-stop).		
M MP 5.2.01	Interview Techniques	Adapt interview to unforeseen circumstances.		
M MP 5.3.01	Performances	Create a portfolio of on-air segments for job or college placement.		
M MP 5.4.01	Equipment	Design and execute a multiple microphone shoot in studio or field situations.		
M MP 5.5.01	Procedures	Design a set, camera layout, equipment and materials to meet production needs.		
M MP 5.5.02	Procedures	Design for a specific effect, such as lighting, on-site reporting, live broadcasting.		
M MP 5.6.01	Field Production	Create a professional field production utilizing appropriate technology.		
M MP 5.7.01	Industry Standards	Compare and contrast ethical standards used in media production.		
M MP 6	POST-PRODUCTION PRACTICES			
M MP 6.1.01	Process	Utilize cost/time analysis (work order) for post-production of final product.		
M MP 6.2.01	Project Skills	Evaluate software and determine the appropriate tools needed to produce final piece.		
M MP 6.2.02	Project Skills	Integrate several software applications into a final product.		
M MP 6.2.03	Project Skills	Master new software applications and demonstrate to peers.		
M MP 6.3.01	Ethics	Assess the demographics of the target audience to respect diversity.		
M MP 6.3.02	Ethics	Create productions that incorporate an understanding of sensitive social issues.		
M MP 6.4.01	Evaluation	Design an evaluation tool to assess a production.		
M MP 7	EMPLOYABILITY SKILLS			
M MP 7.1.01	Problem Solving	Develop methods to analyze the advantages and disadvantages of alternative solutions.		
M MP 7.1.02	Problem Solving	Devise an action plan for a production problem based on information gained through research of alternative solutions and implement in a group decision/action.		
M MP 7.2.01	Critical Skills	Analyze how critical thinking skills affect work performance.		
M MP 7.2.02	Critical Skills	Formulate, implement, and evaluate an action plan.		
M MP 7.2.03	Critical Skills	Demonstrate the skills necessary to identify, analyze, and solve a project problem.		
M MP 7.3.01	Speak, Write, Listen	Identify research, prepare a client project proposal, including documents relating to the billing of materials, production time, etc.		
M MP 7.3.02	Speak, Write, Listen	Present and defend a client project proposal.		
M MP 7.3.03	Speak, Write, Listen	Compete in a SkillsUSA job skill demonstration and/or public speaking contest.		
M MP 7.4.01	Technology	Critique the use, benefits and cost of technologically advanced equipment in video production.		
M MP 7.4.02	Technology	Analyze the impact of technological changes on one or more aspects of the video industry by researching current literature.		
M MP 7.4.03	Technology	Compete in a state-level SkillsUSA video competition.		
M MP 7.5.01	Workplace	Analyze the stages of group development.		
M MP 7.5.02	Workplace	Demonstrate leadership ability within a group or team.		
M MP 7.5.03	Workplace	Compromise and/or build consensus within a group and summarize the decision of the group while maintaining respect for diverse viewpoints.		

Identifier	Poplar - Master - Media Production		Introduced	Completed
M MP 7.5.04	Workplace	Complete levels 1-3 of the SkillsUSA Professional Development Program.		
M MP 7.5.05	Workplace	Campaign for a local SkillsUSA chapter office.		
M MP 7.5.06	Workplace	Serve as a committee chair in a local SkillsUSA chapter.		
M MP 7.6.01	Career Development	Demonstrate time-management skills and cost-effective practices.		
M MP 7.7.01	Resources	Recognize the individual roles of team members, delegate tasks, and provide feedback on performance.		
M MP 7.7.02	Resources	Acknowledge and utilize the skills, abilities, and input of all members of a team.		
M MP 7.7.03	Resources	Develop an action plan to accomplish tasks within a given time frame.		
M MP 7.8.01	Career Planning	Develop a community service or job shadowing project.		
M MP 7.8.02	Career Planning	Develop an education/training plan to fulfill long-term career goals.		
M MP 7.8.03	Career Planning	Define advantages and disadvantages of self-employment or working for various sizes and types of businesses.		
M MP 7.8.04	Career Planning	Critique results of a job interview.		
M MP 7.8.05	Career Planning	Develop a proposal for a community service project.		
M MP 7.8.06	Career Planning	Compete in a state level SkillsUSA job interview contest.		
M MP 7.9.01	Retention Skills	Maintain an electronic portfolio.		
M MP 7.9.02	Retention Skills	Create a plan for lifelong learning.		
M MP 7.9.03	Retention Skills	Create a presentation illustrating interpersonal skills needed for job retention.		
M MP 7.9.04	Retention Skills	Adapt new knowledge and skills in changing situations.		
M MP 7.9.05	Retention Skills	Analyze how work life is affected by families and how families are affected by work life.		