

INSTRUCTIONAL MATERIALS ADOPTION

VENDOR: _____ INSTRUCTIONAL MATERIALS: _____

SUBJECT: _____ COPYRIGHT DATE(S): _____

INSTRUCTIONAL MATERIALS ADOPTION: GENERIC EVALUATION CRITERIA

GROUP II – 2002 TO 2008

SE ISBN _____
TE ISBN _____

R-E-S-P-O-N-S-E-S

YES	NO	N/A	CRITERIA	NOTES
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I. INTER-ETHNIC

—	—	—	1. The instructional materials meets the requirements of inter-ethnic: concept, content, and illustration, as set by West Virginia Board of Education Policy (Adopted December 1970).	
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II. EQUAL OPPORTUNITY

—	—	—	1. The instructional material meets the requirements of equal opportunity" concept, content, illustration, heritage, roles, contributions, experiences, and achievements of males and females in American and other cultures, as set by West Virginia Board of Education Policy (Adopted May 1975).	
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FOUNDATION CRITERIA

Each reviewer will evaluate the publisher submitted Instructional Materials and Correlations using the following rating system.

- (I) In-Depth: Instructional Materials extensively address the specific criteria.**
- (A) Adequate: Instructional Materials sufficiently address the criteria.**
- (M) Minimal: Instructional Materials minimally address the specific criteria.**
- (N) Non-Existent: Instructional Materials do not address the specific criteria.**

Instructional Materials must receive 80% I's and A's, of all specific criteria, to be recommended for placement as a primary source on the Official Multiple List.

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COMMENTS: _____

**JOURNALISM
SPECIFIC CRITERIA**

(Vendor/Publisher) SPECIFIC LOCATION OF CONTENT WITHIN PRODUCT	I = In-depth A = Adequate M = Minimal N = Nonexistent	(IMR Committee) RESPONSES			
		I	A	M	N

The goals of the journalism program of study are to provide students with the knowledge and skills to effectively gather, write, edit, produce and disseminate information for broadcast and publication in a legal and ethical manner. The journalism program includes content which explains and/or demonstrates Oral Communication, Written Communication, Visual Communication, Technology, Business Aspects, Legal and Ethical Aspects and Professional Skills. The instructional materials for this content may include but not be limited to textbooks, multimedia and ancillary materials. The instructional materials should provide students with opportunities to perform the following:

A. ORAL COMMUNICATION

- | | | | | | |
|-------|--|-----|-----|-----|-----|
| _____ | 1. Use appropriate speaking and listening skills (e.g. ask and answer questions; follow directions; make eye contact; speak clearly and correctly). JN.1 | ___ | ___ | ___ | ___ |
| _____ | 2. Take proper steps to prepare and conduct an interview (e.g. ask open-ended and structured questions; recognize bias and/or authority). JN.2 | ___ | ___ | ___ | ___ |

B. WRITTEN COMMUNICATION

- | | | | | | |
|-------|--|-----|-----|-----|-----|
| _____ | 1. Explore various methods of news gathering (e.g. interviewing; surveys). JN.6 | ___ | ___ | ___ | ___ |
| _____ | 2. Utilize the writing as a process. JN.7 | ___ | ___ | ___ | ___ |
| _____ | 3. Write for specific purposes (e.g. news; editorials; broadcasting scripts; features; sports; columns; advertising). JN.7, 22 | ___ | ___ | ___ | ___ |
| _____ | 4. Describe the elements of news (e.g. timeliness; proximity; audience; consequence). JN.19 | ___ | ___ | ___ | ___ |

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_____	5. Use the 5 Ws and the H to organize a story. JN.9	___	___	___	___
_____	6. Use various writing models (e.g. inverted pyramid; lead-quote-transition). JN.10	___	___	___	___
_____	7. Use various types of leads (e.g. summary leads; novelty leads). JN.11	___	___	___	___
_____	8. Write effective headlines and captions. JN.16	___	___	___	___
_____	9. Utilize specialized vocabulary for various aspects of journalism (e.g. ladder diagram, colophon, captions, pica, masthead, sound bite). JN.20, 26	___	___	___	___
_____	10. Demonstrate an understanding of the history of journalism. JN.28	___	___	___	___

C. VISUAL COMMUNICATION

_____	1. Use the principles of layout and design for various publications (e.g. balance; contrast; proportion). JN.29	___	___	___	___
_____	2. Use graphic elements (e.g. rule lines; initials; typography). JN.32	___	___	___	___
_____	3. Demonstrate a knowledge of the elements of photo composition. JN.34	___	___	___	___
_____	4. Take, crop and size photographs. JN.36	___	___	___	___

D. TECHNOLOGY

_____	1. Demonstrate a knowledge of the most current technology used in journalism. JN.37-41, 44	___	___	___	___
_____	2. Demonstrate a knowledge of legal and ethical issues. JN.43	___	___	___	___

E. BUSINESS ASPECTS

_____	1. Demonstrate the proper way to sell, write and design advertising. JN.47-48,50	___	___	___	___
_____	2. Utilize various circulation and record-keeping methods. JN.45, 49	___	___	___	___

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F. LEGAL AND ETHICAL ASPECTS

- | | | | | | |
|-------|--|-----|-----|-----|-----|
| _____ | 1. Demonstrate a knowledge of key press law issues (e.g. censorship; prior restraint; freedom of the press; libel; slander; privacy; major court cases). JN.52 | ___ | ___ | ___ | ___ |
| _____ | 2. Demonstrate a knowledge of the rights and responsibilities (e.g. fair and balanced reporting; accuracy; honesty; observing copyright laws). JN.53, 55 | ___ | ___ | ___ | ___ |

G. PROFESSIONAL SKILLS

- | | | | | | |
|-------|--|-----|-----|-----|-----|
| _____ | 1. Demonstrate knowledge of leadership and management skills (e.g. editors; section editors; business managers; photo editors; production managers; news directors). JN.60 | ___ | ___ | ___ | ___ |
| _____ | 2. Explore career opportunities related to journalism. JN.61 | ___ | ___ | ___ | ___ |