

**Certification Examinations for Oklahoma Educators (CEOE)  
Framework Development Correlation Table**

The Framework Development Correlation Table provides information about possible alignment of some of the knowledge and skills contained within the CEOE framework for a test field with other conceptualizations of the knowledge and skills of a field. It was produced using Oklahoma and educator association standards documents that were publicly available at the time of framework development. In the preparation of the Correlation Table, the alignment of a CEOE test competency with standards documents was indicated if the content of a standard was covered, in whole or in part, by the CEOE test competency. For some CEOE test competencies, multiple standards from Oklahoma, or other documents were aligned with the content of a CEOE test competency. An indication of alignment in the Correlation Table does not necessarily imply complete congruence of the content of a CEOE test competency with the standard.

**Matrix Showing Match between Model Curriculum Guidelines for Journalism Education and CEOE Competencies**

National Curriculum Guidelines	CEOE Competencies
1.0 <u>Mass Media</u> Students study the relationship of the mass media to a free and responsible society.	
1.1 Students understand and appreciate the role and responsibilities of a free press in a democratic society.	0001 Understand the history of journalism and mass media. 0002 Understand the functions and influence of journalism and mass media. 0003 Understand rights and responsibilities of journalistic media and the application of legal and ethical standards in journalism.
1.2 Journalism students learn to be critical, informed consumers of mass media.	0001 Understand the history of journalism and mass media. 0002 Understand the functions and influence of journalism and mass media. 0003 Understand rights and responsibilities of journalistic media and the application of legal and ethical standards in journalism. 0004 Understand principles of newsworthiness and criteria for evaluating news stories.
1.3 Students are aware of career opportunities in mass	0006 Understand journalistic writing processes and how to use these

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communications.	<p>processes to prepare effective journalistic products.</p> <p>0008 Understand principles and procedures of photojournalism.</p> <p>0010 Understand principles of publication design and how to use these principles to develop effective and aesthetically pleasing journalistic products.</p> <p>0011 Understand principles of publication design and how to use these principles to develop effective and aesthetically pleasing journalistic products.</p> <p>0014 Understand the financing and marketing of student publications.</p>
<p>2.0 <u>Ethics and Legality</u> Students face the legal, moral, and ethical rights and responsibilities of a free and responsible press.</p>	
<p>2.1 Students exercise the rights and responsibilities of a free press in American society and in their own publications.</p>	<p>0003 Understand rights and responsibilities of journalistic media and the application of legal and ethical standards in journalism.</p>
<p>3.0 <u>Journalism History</u> Students appreciate the growth of the media during the last three centuries in America.</p>	
<p>3.1 Students have a perception of how the media has influenced American life and lifestyles during the last 300 years.</p>	<p>0001 Understand the history of journalism and mass media.</p>
<p>3.2 Students trace the format, focus, style, and technological changes which have taken place in the American press.</p>	<p>0001 Understand the history of journalism and mass media.</p>
<p>4.0 <u>Writing</u> Students participate in an integrated writing program.</p>	

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<p>4.1 Students become aware of the publication's readership.</p>	<p>0003 Understand rights and responsibilities of journalistic media and the application of legal and ethical standards in journalism.</p> <p>0004 Understand principles of newsworthiness and criteria for evaluating news stories.</p> <p>0013 Understand the financing and marketing of student publications.</p>
<p>4.2 Students recognize the purpose of the publication is to inform, entertain, and persuade.</p>	<p>0002 Understand the functions and influence of journalism and mass media.</p> <p>0004 Understand principles of newsworthiness and criteria for evaluating news stories.</p>
<p>4.3 Students determine which events and issues are newsworthy for their readership.</p>	<p>0004 Understand principles of newsworthiness and criteria for evaluating news stories.</p>
<p>4.4 Students devise a plan to provide coverage appropriate to the medium and to the message being conveyed.</p>	<p>0004 Understand principles of newsworthiness and criteria for evaluating news stories.</p> <p>0005 Understand journalistic procedures for preparing to write.</p> <p>0008 Understand principles and procedures of photojournalism.</p> <p>0011 Understand principles of publication design and how to use these principles to develop effective and aesthetically pleasing journalistic products.</p>
<p>4.5 Students select the most appropriate journalistic format to present content.</p>	<p>0005 Understand journalistic procedures for preparing to write.</p> <p>0006 Understand journalistic writing processes and how to use these processes to prepare effective journalistic products.</p> <p>0007 Understand editing procedures and how to use these procedures to prepare</p>

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	<p>effective journalistic products.</p> <p>0008 Understand principles and procedures of photojournalism.</p> <p>0011 Understand principles of publication design and how to use these principles to develop effective and aesthetically pleasing journalistic products.</p>
<p>4.6 Students seek, actively gather, and evaluate potential publication content.</p>	<p>0004 Understand principles of newsworthiness and criteria for evaluating news stories.</p> <p>0005 Understand journalistic procedures for preparing to write.</p> <p>0007 Understand editing procedures and how to use these procedures to prepare effective journalistic products.</p> <p>0011 Understand principles of publication design and how to use these principles to develop effective and aesthetically pleasing journalistic products.</p>
<p>4.7 Students identify the appropriate writing format to convey information or ideas.</p>	<p>0006 Understand journalistic writing processes and how to use these processes to prepare effective journalistic products.</p>
<p>4.8 Students edit stories for content, grammar, spelling, and style.</p>	<p>0007 Understand editing procedures and how to use these procedures to prepare effective journalistic products.</p>
<p>4.9 Students write photo and story identifications.</p>	<p>0006 Understand journalistic writing processes and how to use these processes to prepare effective journalistic products.</p>
<p>5.0 <u>Core Literature</u> Students participate in an extensive reading program to develop ethical, aesthetic, and cultural values.</p>	
<p>5.1 Students read core literature and journalism models to broaden their knowledge of the world in which they live as well as the</p>	<p>0004 Understand principles of newsworthiness and criteria for evaluating news stories.</p>

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techniques for good writing.	0005 Understand journalistic procedures for preparing to write. 0006 Understand journalistic writing processes and how to use these processes to prepare effective journalistic products. 0007 Understand editing procedures and how to use these procedures to prepare effective journalistic products.
6.0 <u>Page Design</u> Students develop aesthetic sensitivity in their page design presentations.	
6.1 Students recognize the relationship between page design and effective communication.	0010 Understand principles of publication design and how to use these principles to develop effective and aesthetically pleasing journalistic products.
6.2 Students apply the principles of page design to assignments for publication.	0010 Understand principles of publication design and how to use these principles to develop effective and aesthetically pleasing journalistic products.
7.0 <u>Photojournalism</u> Students develop a sensitivity to major social, cultural, and political issues through photojournalism.	
7.1 Students communicate the full range of human emotions involved in student life through use of photographic knowledge.	0008 Understand principles and procedures of photojournalism. 0009 Understand the effective use of visual elements in a publication.
7.2 Students apply basic photographic techniques to assignments for publication.	0008 Understand principles and procedures of photojournalism. 0009 Understand the effective use of visual elements in a publication.
8.0 <u>Staff Management</u> Students learn to work cooperatively and collaboratively through various staff assignments.	
8.1 Publication staff members develop	0013 Understand the financing and

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<p>organizational and leadership skills appropriate to their roles on the publication.</p>	<p>marketing of student publications.</p> <p>0014 Understand the financing and marketing of student publications.</p> <p>0015 Understand the management and governance of student publications.</p>
<p>9.0 <u>Business Management</u> Students enhance their business abilities through raising funds to offset the costs of publishing.</p>	
<p>9.1 Students devise and execute a plan to finance the publication.</p>	<p>0012 Understand how to plan and manage the budget for student publications.</p> <p>0013 Understand the financing and marketing of student publications.</p>
<p>9.2 Students devise and execute a plan to maximize circulation of the publication.</p>	<p>0013 Understand the financing and marketing of student publications.</p>
<p>10.0 <u>Computer Processing</u> Students employ current computer technology in all processes of print journalism preparation.</p>	
<p>10.1 Students enhance the writing and editing processes through the use of word processing.</p>	<p>0016 Understand the role of technology in the development and production of student publications.</p>
<p>10.2 Students improve page design and revision processes through the use of a desktop publishing program.</p>	<p>0010 Understand principles of publication design and how to use these principles to develop effective and aesthetically pleasing journalistic products.</p> <p>0016 Understand the role of technology in the development and production of student publications.</p>
<p>11.0 <u>Broadcasting</u> Students learn the complex aspects of studio production and broadcast journalism.</p>	
<p>11.1 Students learn the components of news broadcasting by selecting, writing, and presenting</p>	<p>0011 Understand principles of publication design and how to use these principles to develop effective and aesthetically</p>

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information.	pleasing journalistic products.
11.2 Students understand the technical aspects of studio production through a rotation of job assignments.	0011 Understand principles of publication design and how to use these principles to develop effective and aesthetically pleasing journalistic products.
12.0 <u>Classroom Assessment</u> Students demonstrate proficiency in all standards of good journalism.	
12.1 Students apply professional standards to create a product which reflects their various levels of mastery.	0005 Understand journalistic procedures for preparing to write. 0006 Understand journalistic writing processes and how to use these processes to prepare effective journalistic products. 0007 Understand editing procedures and how to use these procedures to prepare effective journalistic products. 0008 Understand principles and procedures of photojournalism. 0009 Understand the effective use of visual elements in a publication. 0010 Understand principles of publication design and how to use these principles to develop effective and aesthetically pleasing journalistic products. 0011 Understand principles of publication design and how to use these principles to develop effective and aesthetically pleasing journalistic products. 0014 Understand the financing and marketing of student publications.
13.0 <u>Program Evaluation</u> The program fosters a forum for an open	

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exchange of ideas in the community, supporting the concept of a free press.	
13.1 Program reflects effective journalistic standards.	<p>0003 Understand rights and responsibilities of journalistic media and the application of legal and ethical standards in journalism.</p> <p>0004 Understand principles of newsworthiness and criteria for evaluating news stories.</p> <p>0005 Understand journalistic procedures for preparing to write.</p> <p>0006 Understand journalistic writing processes and how to use these processes to prepare effective journalistic products.</p> <p>0007 Understand editing procedures and how to use these procedures to prepare effective journalistic products.</p> <p>0008 Understand principles and procedures of photojournalism.</p> <p>0009 Understand the effective use of visual elements in a publication.</p> <p>0010 Understand principles of publication design and how to use these principles to develop effective and aesthetically pleasing journalistic products.<sup>2</sup></p> <p>0011 Understand principles of publication design and how to use these principles to develop effective and aesthetically pleasing journalistic products.</p> <p>0016 Understand the role of technology in the development and production of student publications.</p>