

## **CATEGORY G**

---

**SUBJECT:**

**JOURNALISM**

### **OBJECTIVE(S)**

For candidates to gain knowledge and skill in the methods used to inform members and the community about St. John Ambulance activities.

### **PREREQUISITES**

None.

### **INSTRUCTORS/EVALUATORS**

- Journalists (newspaper, television, and/or radio reporters)
- News editors
- Professional public relations officers
- Teachers or students of journalism

### **REFERENCES AND MATERIALS**

- Local newspapers
- Radio & television stations
- Local schools offering Journalism programs

### **CONTENT**

The candidate must:

1. Be able to distinguish between: a news story, a feature, an editorial, a press release and a public service announcement.
  2. Be involved with the production of a newsletter for a period of no less than six months. The target audience of the newsletter could be the members of a single Division, a Corps, an Area or a Province/Territory. The Instructor/Evaluator will be provided with copies of all relevant issues of the newsletter.
  3. Provide the Instructor/Evaluator with a prepared copy for at least two relevant items to be submitted to a local or community newspaper, and newspaper clippings of the stories as they appeared in print.
  4. (a) Prepare an audiotape to be used as the basis of a public service announcement on a radio station. Appropriate copy and tape must actually be submitted to the radio station.  
OR  
(b) Prepare a videotape to be used by a television station which will explain the activities of the division, focus on the need for new members, or publicize some special activity of the division. Appropriate copy and the videotape must be submitted to the television station.
-

5. If possible, the candidate should tour a local newspaper, radio or television station to observe how newsmedia is actually produced.

**DURATION**

Minimum of six months.

**CERTIFICATION**

The candidate must complete the above content to the satisfaction of the Instructor/Evaluator.

**CATEGORY G - COMMUNICATIONS**

---

**CERTIFICATION OF SUCCESSFUL COMPLETION OF PROFICIENCY SUBJECT**

**JOURNALISM**

Instructors/Evaluators should carefully consider the age, ability and accessibility to resource materials of each candidate.

The candidate has completed the above content and meets the requirements to the satisfaction of the Instructor/Evaluator.

Name of Instructor/Evaluator: \_\_\_\_\_

Agency: \_\_\_\_\_

Address: \_\_\_\_\_ Tel #: \_\_\_\_\_

Instructor qualifications: \_\_\_\_\_

I certify that

\_\_\_\_\_ of \_\_\_\_\_  
(candidate's name) (Division #)

meets the criteria of this proficiency subject, as laid out on the previous page(s).

\_\_\_\_\_  
Instructor/Evaluator (signature) Date

\_\_\_\_\_  
Divisional Superintendent (signature) Date