

Audio Video Production Endorsement

Specifications, Competencies & Requirements

PURPOSE

This endorsement is meant for certified teachers interested in teaching **Audio, Video, and Broadcasting Production** courses. It attaches to a current Utah Educator License with a license area of concentration in **Secondary** and Career and Technical Education (**CTE**) Education.

Upon attachment of this endorsement to a Utah educator license, educators will be approved to teach the following USBE courses:

Digital Audio 1

Digital Audio 2

Radio Production 1

Radio Production 2

TV Broadcasting 1

TV Broadcasting 2

Video Production 1

Video Production 2

Video Production Capstone

ENDORSEMENT TYPES

Prerequisite

Demonstrate an understanding of Career and Technical Education (CTE) basics.

CTE Knowledge

Associate Level Requirements

Applicants must complete **TWO** of the following competency requirements. The associate level endorsement is valid for up to three school years before it expires. Associate-level endorsements are non-renewable.

Video Production Editing

Audio Production Editing

TV Production Editing

Radio Production Editing

Camera Settings and Functions

Career and Technical Student Organization (CTSO) Knowledge

Professional Level Requirements

The applicant must meet **ALL** the competency areas listed above.

COMPETENCY DETAILS & DESCRIPTIONS

Prerequisite

1. CTE Knowledge

Demonstrate an understanding of CTE basics:

- Explain how CTE links learning to specific Utah industries and what its main goals are.
- Know the licenses and endorsements needed to teach specific CTE courses.

- Describe how CTE is organized into clusters and pathways at the state, district (LEA), and school levels, and how this helps students succeed after graduation.
- Locate and use the state's strands and standards in lesson plans.
- Explore CTE student organizations (CTSOs) and professional groups and explain how they support students and teachers.
- Explain how advisory boards, with industry members, make sure programs meet job market needs and maintain safe learning environments.
- Understand the basics of securing funding, planning for the future of the program, and participating in the state Program of Quality Review (PQR) to ensure program excellence.

Select **one** of the following options:

- **USBE Course:** [CTE Orientation](#)
- **Complete THREE years of full-time CTE Teaching in Utah**
- **Currently hold a professional-level CTE endorsement**

Endorsement Competencies

2. Video Production Editing

Demonstrate understanding and use of video editing skills with professional timing, pacing, and transitions to create compelling visual narratives. Apply advanced techniques such as multi-camera synchronization, color correction, and visual effects to produce cinematic-quality content.

Select **one** of the following options:

- **Bachelor's degree in media productions:** Examples:
 - Utah Tech University: Media Productions BS
 - Utah State University: Journalism & Communications
 - Utah Valley University: Digital Cinema Production Degrees
- **NOCTI Exam:** Take and pass the [NOCTI #5186: Television Production Exam](#)
- **University Course:** Credit from a regionally accredited university, passing with a C or higher grade in a course similar to: UVU - DGM 1061 OR UTU MDIA 1380 OR USU JCOMM 2220
- **Industry Certification:** Take and pass the [Adobe Premier Pro Industry Exam](#)
- **Other:** Complete TEN (10) hours of tutorials from [Adobe on Premier Pro](#).
- **Work Experience:** Minimum of 3 years of documented, directly related, full-time occupational experience in the Audio/Video Production Industry (examples: video editor, audio engineer, broadcast technician, production manager, etc), such that it demonstrates to USBE that you possess the depth of content knowledge required to meet all competencies outlined in the strands and standards for courses authorized by this endorsement.

Documentation Requirements: (Provide one or more of the following)

- A letter of recommendation or verification on company letterhead that includes:
 - Detailed job duties related to the understanding and use of video editing skills with professional timing, pacing, transitions, and advanced techniques such as multi-camera synchronization, color correction, and visual effects.
 - Dates of employment.
 - Supervisor contact information.

- Redacted tax returns or other official documentation showing business ownership in the audio/video production industry.
- Online portfolio or equivalent evidence demonstrating professional work and use of video editing skills with professional timing, pacing, transitions, and advanced techniques such as multi-camera synchronization, color correction, and visual effects.

3. Audio Production Editing

Demonstrate understanding and use of audio editing and mixing using industry-standard software and workflows, ensuring clarity, balance, and dynamic range that meet professional broadcast and streaming specifications.

Select one of the following options:

- **Bachelor's degree in media productions:** Examples:
Utah Tech University: Media Productions BS
Utah State University: Journalism & Communications
Utah Valley University: Digital Cinema Production Degrees
- **NOCTI Exam:** Take and pass the [NOCTI #5186: Television Production Exam](#)
- **University Course:** Credit from a regionally accredited university, passing with a C or higher grade in a course similar to: UVU - DAPR 1030 or UTU FILM 2100, or USU JCOMM 2030
- **Industry Certification:** Take and pass the [Avid Certified User Pro Tools Industry Exam](#).
- **Other:** Complete THREE (3) hours of tutorials from [Adobe on Audition](#).
- **Work Experience:** Minimum of 3 years of documented, directly related, full-time occupational experience in the Audio/Video Production Industry (examples: video editor, audio engineer, broadcast technician, production manager, etc), such that it demonstrates to USBE that you possess the depth of content knowledge required to meet all competencies outlined in the strands and standards for courses authorized by this endorsement.

Documentation Requirements: (Provide one or more of the following)

- A letter of recommendation or verification on company letterhead that includes:
 - Detailed job duties related to the understanding and use of video editing skills with professional timing, pacing, transitions, and advanced techniques such as multi-camera synchronization, color correction, and visual effects.
 - Dates of employment.
 - Supervisor contact information.
- Redacted tax returns or other official documentation showing business ownership in the audio/video production industry.
- Online portfolio or equivalent evidence demonstrating professional work and use of audio editing and mixing using industry-standard software and workflows, ensuring clarity, balance, and dynamic range that meet professional broadcast and streaming specifications.

4. TV Production Editing

Demonstrate understanding and use of TV broadcasting equipment and professional-level editing skills, including segment editing, transitions, graphics overlays, and audio-visual synchronization, aligned with broadcast network standards.

Select one of the following options:

- **Bachelor's degree in media productions:** Examples:
 - Utah Tech University: Media Productions BS
 - Utah State University: Journalism & Communications
 - Utah Valley University: Digital Cinema Production Degrees
- **NOCTI Exam:** Take and pass the [NOCTI #5186: Television Production Exam](#)
- **University Course:** Credit from a regionally accredited university, passing with a C or higher grade in a course similar to: UVU - DGM 1520 or UTU MDIA 1560, or USU JCOMM 1510
- **Industry Certification:** Take and pass the SBE Certified Television Operator Handbook and Exam - [CTO](#)
- **Work Experience:** Minimum of 3 years of documented, directly related, full-time occupational experience in the Audio/Video Production Industry (examples: video editor, audio engineer, broadcast technician, production manager, etc), such that it demonstrates to USBE that you possess the depth of content knowledge required to meet all competencies outlined in the strands and standards for courses authorized by this endorsement.

Documentation Requirements: (Provide one or more of the following)

- A letter of recommendation or verification on company letterhead that includes:
 - Detailed job duties related to the understanding and use of video editing skills with professional timing, pacing, transitions, and advanced techniques such as multi-camera synchronization, color correction, and visual effects.
 - Dates of employment.
 - Supervisor contact information.
- Redacted tax returns or other official documentation showing business ownership in the audio/video production industry.
- Online portfolio or equivalent evidence demonstrating professional work and use of TV broadcasting equipment and professional level editing skills including segment editing, transitions, graphics overlays, and audio-visual synchronization, aligned with broadcast network standards.

5. Radio Production Editing

Demonstrate understanding and use of radio-specific equipment and editing techniques to radio segments, including voice tracking, sound design, and seamless integration of music and effects, ensuring polished and engaging audio content suitable for public broadcast.

Select one of the following options:

- **Bachelor's degree in media productions:** Examples:
 - Utah Tech University: Media Productions BS
 - Utah State University: Journalism & Communications
 - Utah Valley University: Digital Cinema Production Degrees

- **NOCTI Exam:** Take and pass the [NOCTI #5186: Television Production Exam](#)
- **University Course:** Credit from a regionally accredited university, passing with a C or higher grade in a course similar to: UVU - DAPR 2080 or UTU MDIA 1560, or USU JCOMM 1560
- **Industry Certification:** Take and pass the SBE Certified Radio Operator Handbook and Exam - [CRO](#)
- **Work Experience:** Minimum of 3 years of documented, directly related, full-time occupational experience in the Audio/Video Production Industry (examples: video editor, audio engineer, broadcast technician, production manager, etc), such that it demonstrates to USBE that you possess the depth of content knowledge required to meet all competencies outlined in the strands and standards for courses authorized by this endorsement.

Documentation Requirements: (Provide one or more of the following)

- A letter of recommendation or verification on company letterhead that includes:
 - Detailed job duties related to the understanding and use of video editing skills with professional timing, pacing, transitions, and advanced techniques such as multi-camera synchronization, color correction, and visual effects.
 - Dates of employment.
 - Supervisor contact information.
- Redacted tax returns or other official documentation showing business ownership in the audio/video production industry.
- Online portfolio or equivalent evidence demonstrating professional work and use of radio-specific equipment and editing techniques to radio segments, including voice tracking, sound design, and seamless integration of music and effects, ensuring polished and engaging audio content suitable for public broadcast.

6. Camera Settings & Functions

Demonstrate an understanding of exposure settings with aperture, shutter speed, ISO, and white balance. Demonstrate the benefits of using manual, aperture priority, and shutter priority modes. Show knowledge of metering modes.

Select one of the following options:

- **USBE Microcredential:** Camera Settings & Functions (Commercial Photography Endorsement Stack)
- **NOCTI Exam:** Take and pass the [NOCTI #5186: Television Production Exam](#)
- **ART 1050 - Introduction to Photography** (Utah State University)
- **College Course:** Transcripts showing passing grade of relevant course(s), and course description covering the required competency skills.
- **Work Experience:** Minimum of 3 years of documented, directly related, full-time occupational experience in the Audio/Video Production Industry (examples: video editor, audio engineer, broadcast technician, production manager, etc), such that it demonstrates to USBE that you possess the depth of content knowledge required to meet all competencies outlined in the strands and standards for courses authorized by this endorsement.

Documentation Requirements: (Provide one or more of the following)

- A letter of recommendation or verification on company letterhead that includes:

- Detailed job duties related to the understanding and use of video editing skills with professional timing, pacing, transitions, and advanced techniques such as multi-camera synchronization, color correction, and visual effects.
- Dates of employment.
- Supervisor contact information.
- Redacted tax returns or other official documentation showing business ownership in the audio/video production industry.
- Online portfolio or equivalent evidence demonstrating professional work demonstrating exposure settings with aperture, shutter speed, ISO, white balance, the benefits of using manual, aperture priority, and shutter priority modes, and knowledge of metering modes.

7. CTSO Knowledge

Demonstrate Career and Technical Student Organization (CTSO) knowledge:

- **Help students lead:** Give students opportunities to build their leadership abilities and take charge.
- **Mentor students:** Offer guidance to help students set goals and overcome difficulties as they grow.
- **Manage the organization:** Coordinate meetings, events, and budgets, and handle administrative tasks smoothly.
- **Create helpful programs:** Develop activities that match the CTSO's goals of building leadership, exploring careers, and developing skills.
- **Communicate effectively:** Clearly talk with students, school leaders, and community members, and promote the CTSO.
- **Work with others:** Partner with teachers, businesses, and other organizations to create opportunities like internships and community service.
- **Advocate for CTE:** Promote Career and Technical Education and work to get the resources and recognition it needs.
- **Keep learning:** Stay up-to-date on CTSO management and trends in CTE.
- **Focus on student success:** Support students' interests and celebrate their accomplishments.

Select one of the following options:

- **Attend a CTSO Fall Leadership Conference:** Reflected on MIDAS transcripts.
- **USBE Course:** [SkillsUSA Utah Advisor Training](#)
- **USBE Microcredential:** [Career & Technical Student Organizations](#)