REPUBLIC OF KENYA

NATIONAL OCCUPATIONAL STANDARDS

FOR

BROADCAST JOURNALIST

KNQF LEVEL 6

ISCED OCCUPATIONAL STANDARD CODE; 0321 654B

TVET CDACC
P.O. BOX 15745-00100
NAIROBI

PLAN AND MANAGE JOURNALISM PROJECT

UNIT CODE: ME/OS/BJ/CR/11/6/B

UNIT DESCRIPTION
This unit specifies the competencies required to plan and manage journalism project. It involves determining project plan, reviewing pertinent literature, developing project design, preparing budget, developing data collection tools, collecting project data, presenting project data, analysing and interpretation of data, documenting project finding conclusions and recommendations and writing project report.

ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT These describe the **key outcomes** which make up **workplace function**.	PERFORMANCE CRITERIA These are **assessable** statements which specify the required level of performance for each of the elements. *(Bold and italicized terms are elaborated in the range)*
1. Determine project plan	1.1 Research project selected based on organizational objectives 1.2 Problem statement formulated based on organizational objectives 1.3 Research projects objectives are established based on organizational objectives 1.4 Research project justification established as per the organizational objectives.
2. Review Pertinent Literature	2.1 Relevant literature sources are identified based on research objectives. 2.2 Pertinent literature is determined as per research objectives. 2.3 Pertinent literature is reviewed as per research objectives. 2.4 Pertinent literature is compiled as per the SOPs.
3. Develop project Design	3.1 Types of research designs are established based on the research objectives. 3.2 Research design is selected based on research objectives. 3.3 Research design is developed based on project objectives.
4. Prepare project budget	4.1 Research scope is established based on organizational objectives. 4.2 Sources of funding are identified based on organizational objectives. 4.3 Budget items are identified based on project objectives. 4.4 Research budget is drafted based on organizational objectives.

5. Develop data collection tools	5.1 Data collection tools are established based on project objectives. 5.2 Data collection tool are determined based on project objectives. 5.3 Data collection tools are designed based on project objectives.
6. Collect project data	6.1 Data collection methods are determined. 6.2 Data collection method is selected based on project objectives. 6.3 *Data* collected is compiled based on project objectives
7. Present project data	7.1. Data presentation tools are identified based on organizational objectives. 7.2. Data presentation methods are determined based on project objectives. 7.3. Gathered data is displayed on correct format based on project objectives.
8. Analysis and interpretation of data	8.1. Data analysis methods are established based on project objectives. 8.2. Data analysis method is selected based on project objectives. 8.3. Data is analyzed as per the SOPs.
9. Document project findings, conclusions and recommendations	9.1 Components of research project are analyzed based on project objectives. 9.2 Analyzed data are reviewed based on project objectives. 9.3 Research Conclusions are drafted based on project objectives. 9.4 Research recommendations are drawn based on project objectives.
10. Write project l Report	10.1 Research report is drafted as per the SOPs. 10.2 Research report is reviewed and edited as per the SOPs. 10.3 Research report is evaluated and implemented as per the SOPs.

RANGE

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environment and situations that will affect performance.

Variable	Range
1. data may include but not limited to	• qualitative/categorical • quantitative/measurement

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit of competency.

Required skills

The individual needs to demonstrate the following skills:

- Communication
- ICT
- Interpersonal
- Public relations
- Planning
- Budgeting
- Creativity
- Innovation
- Multi-media

Required knowledge

The individual needs to demonstrate knowledge of:

- Media regulations and policies
- Media code of ethics
- Security and safety
- Current affairs
- Technological savvy

EVIDENCE GUIDE

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

1. Critical Aspects of Competency	Assessment requires evidence that the candidate:
	1.1 Determined research Project
	1.2 Reviewed pertinent Literature
	1.3 Developed research Design
	1.4 Prepared budget for Research
	1.5 Developed data Collection tools
	1.6 Collected research Data
	1.7 Presented and displayed Data
	1.8 Analysed and Interpreted Data
	1.9 Documented research Findings and drew conclusions and recommendations
	1.10 Wrote the research report
2. Resource Implications	The following resources should be provided:

		2.1 Access to relevant workplace where assessment can take place 2.2 Appropriately simulated environment where assessment can take place
3.	Methods of Assessment	Competency may be assessed through: 3.1 Interview 3.2 Written test 3.3 Submitted reports/ projects
4.	Context of Assessment	Competency may be assessed on: 4.1 On the job 4.2 Off the job 4.3 During industrial attachment
5.	Guidance information for assessment	Holistic assessment with other units relevant to the industry subsector, workplace and job roles is recommended.