



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

PRESENT BROADCAST NEWS

UNIT CODE: ME/OS/BJ/CR/04/6/B

UNIT DESCRIPTION

This unit specifies the competencies required to present broadcast news. It involves preparing news presentations, determining presentation styles, preparing presentation interviews, determining presentation technique, undergoing voice training and streaming broadcast news.

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. <i>(Bold and italicized terms are elaborated in the range)</i>
1. Prepare news presentations	1.1 News script is analyzed based on the content. 1.2 Research on the news content is conducted 1.3 News presentations are rehearsed based on the content. 1.4 Make-up is done as per the SOPs.
2. Determine presentation styles	2.1 Types of broadcast news are determined. 2.2 Broadcast presentation methods are established.
3. Prepare presentation Interviews	3.1 Research on the interviewee(s) is conducted based on topic. 3.2 Interview script is drafted according to organization guidelines. 3.3 In-news interviews are scheduled as per the news bulletin.
4. Determine presentation technique	5.1 News presentation style is established based on the in-house guidelines. 5.2 Correct diction is established 5.3 Body language and posture 5.4 Script is customized
5. Undergo voice training	6.1 Resonance test is conducted as per the SOPs. 6.2 Pitch and intonation is managed as per the SOPs.

	6.3 Voice projection is tested as per the SOPs.
6. Stream broadcast news	6.1 Technical setup is conducted as per the organization guidelines. 6.2 Broadcast range is established as per the SOPs. 6.3 News stories are linked based on the sequence. 6.4 News broadcast is presented.

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. Technical set-up may include but not limited to:	<ul style="list-style-type: none"> • Lighting • Camera • audio devices

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
- Eloquence
- Photogenic
- Listening
- Networking
- Problem solving
- Analytical
- poise

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 Determine presentation styles and techniques 1.2 Managed news Interviews 1.3 Applied correct language in broadcasting 1.4 Demonstrated the ability to voice broadcast stories 1.5 Demonstrated the ability to customize broadcast news script 1.6 Demonstrated the ability to prepare for news presentations. 1.7 Demonstrated the ability to present news on air
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 Observation 3.3 Written tests 3.4 Third party reports
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.