



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

PRODUCE BROADCAST NEWS

UNIT CODE: ME/OS/BJ/CR/02/6/B

UNIT DESCRIPTION

This unit specifies the competencies required to produce broadcast news. It involves preparing broadcast news script, establishing broadcast team, recording broadcast news stories, conducting news production process, determining newscast structure, producing radio news and producing television 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 broadcast news script	1.1 News script is identified based on the programming schedule. 1.2 News scripts are drafted based on type of news. 1.3 Drafted news script is reviewed based on the programming schedule.
2. Establish broadcast team	2.1 News program is identified based on the programming schedule. 2.2 Competent personnel are identified based on the type of news. 2.3 Broadcast team is established per the competencies.
3. Record broadcast news stories	3.1 News production styles and techniques are determined. 3.2 Broadcast news stories sources are identified based on the news values. 3.3 News stories are gathered based on the news values. 3.4 News story are recorded as per organizational requirement.
4. Conduct news production process	4.1 News stories are evaluated based on the news values. 4.2 News stories voice-overs are scripted. 4.3 Newscaster's scripts and lead-ins are scripted according to news copy format.

	<p>4.4 News script is voiced.</p> <p>4.5 News bulletin structure is determined.</p> <p>4.6 News bulletin is consolidated based on the news values.</p>
5. Determine news cast structure	<p>5.1 Stories are evaluated based on content and length.</p> <p>5.2 News stories are developed based on accuracy and immediacy.</p> <p>5.3 Newscasters are coached based on story value.</p> <p>5.4 Stories are stacked into autocue according to its importance.</p>
6. Produce radio news	<p>6.1 Radio news story is identified as per the organization policies.</p> <p>6.2 Resources required are established and their availability secured as per organization policies.</p> <p>6.3 Radio news is scripted as per the organizational objectives.</p> <p>6.4 Radio news is directed and recorded as per the script.</p>
7. Produce television news	<p>7.1 Television news is identified as per the organization policies.</p> <p>7.2 Television news production resources are established and their availability secured as per organization policies</p> <p>7.3 Television news is scripted as per the organizational objectives.</p> <p>7.4 Television news is directed and recorded as per the script.</p>

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. News script may include but not limited to:	<ul style="list-style-type: none"> • Mini documentary • Reader copy • Voice-overs • Lead-ins • Nuts-up

2. Television news production resources may include but not limited to:	<ul style="list-style-type: none"> • human • financial • technical • physical
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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
- Analytical
- Good judgement
- Poise

Required knowledge

The individual needs to demonstrate knowledge of:

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

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 Demonstrated the ability to write news Broadcast script.
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	<p>1.2 Demonstrated the ability to establish news broadcast team.</p> <p>1.3 Determined news production styles and techniques</p> <p>1.4 Demonstrated the ability to produce news broadcast stories</p> <p>1.5 Demonstrated the ability to determine newscast structure</p> <p>1.6 Demonstrated the ability to produce radio news</p> <p>1.7 Demonstrated the ability to produce television news</p>
2. Resource Implications	<p>The following resources should be provided:</p> <p>2.1 Access to relevant workplace where assessment can take place</p> <p>2.2 Appropriately simulated environment where assessment can take place</p>
3. Methods of Assessment	<p>Competency may be assessed through:</p> <p>3.1 Interview</p> <p>3.2 Observation</p> <p>3.3 Written tests</p> <p>3.4 Third party reports</p>
4. Context of Assessment	<p>Competency may be assessed on:</p> <p>4.1 On the job</p> <p>4.2 Off the job</p> <p>4.3 During industrial attachment</p>
5. Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry subsector, workplace and job roles is recommended.</p>