



**REPUBLIC OF KENYA**

**NATIONAL OCCUPATIONAL STANDARDS**

**FOR**

**BROADCAST JOURNALIST**

**KNQF LEVEL 6**

**ISCED OCCUPATIONAL STANDARD CODE; 0321 654B**



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## PRODUCE BROADCAST PROGRAMS

UNIT CODE: ME/OS/BJ/CR/01/6/B

### UNIT DESCRIPTION

This unit specifies the competencies required to produce broadcast programs. It involves determining broadcast equipment, recording audio programs, producing audio programs, recording video programs; produce video programs and directing broadcast programs

### ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT These describe the <b>key outcomes</b> which make up <b>workplace function</b> .	PERFORMANCE CRITERIA These are <b>assessable</b> 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. Determine broadcast equipment	1.1 Broadcast environment is identified based on the organizational objectives. 1.2 Broadcast equipment is identified as per the organization 'activities. 1.3 Broadcast equipment is established as per standard operating procedures (SOPs).
2. Record audio programs	2.1 Audio program is identified as per the editorial policies. 2.2 Audio recording environment is established as per the SOPs. 2.3 Audio recording equipment is selected as per work place needs. 2.4 Audio recording equipment is set up as per the SOPs. 2.5 Audio program is captured as per organization guidelines.
3. Produce audio programs	3.1 <b>Audio programs</b> are identified as per the organization policies. 3.2 <b>Resources</b> required are established and their availability secured as per organization policies. 3.3 Audio programs are scripted as per the organizational objectives. 3.4 Audio programs are directed and recorded as per the script.

4. Record video programs	<p>4.1 Video programs are identified as per the editorial policies.</p> <p>4.2 Video recording environment is established as per the SOPs.</p> <p>4.3 Video <b>recording equipment</b> is selected as per work place needs.</p> <p>4.4 Video recording equipment is set up as per the SOPs.</p> <p>4.5 Video program is captured as per organization guidelines.</p>
5. Produce video programs	<p>5.1 Video program are identified as per the organization policies.</p> <p>5.2 Resource required is established and their availability secured as per organization policies.</p> <p>5.3 Video programs are scripted as per the organizational objectives.</p> <p>5.4 <b>Video programs</b> are directed and recorded as per the script.</p>
6. Direct broadcast programs	<p>6.1 <b>Broadcast programs</b> are selected as per the organizational objectives.</p> <p>6.2 Broadcast programs scripts are identified as per the programming schedule.</p> <p>6.3 Broadcast programs scripts are analysed as per the organizational guidelines.</p> <p>6.4 Broadcast programs are planned based on the script</p> <p>6.5 Broadcast programs are produced as per the organizational policy</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.

<b>Variable</b>	<b>Range</b>
1. Audio programs may include but not limited to:	<ul style="list-style-type: none"><li>• Interviews</li><li>• Music</li><li>• Commercials</li><li>• Dramas</li><li>• News</li></ul>
2. Resource may include but not limited to:	<ul style="list-style-type: none"><li>• Human</li><li>• financial</li><li>• technical</li><li>• physical</li></ul>
3. Video programs may include but not limited to:	<ul style="list-style-type: none"><li>• documentaries</li><li>• talk- shows</li><li>• music</li><li>• commercials</li><li>• drama</li><li>• News</li></ul>
4. Broadcast programs may include but not limited to:	<ul style="list-style-type: none"><li>• video</li><li>• audio</li></ul>

## **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

## 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 use broadcast equipment 1.2 Demonstrated the ability to record audio programs 1.3 Demonstrated the ability to reduce audio programs 1.4 Demonstrated the ability to record video programs 1.5 Demonstrated the ability to produce video programs 1.6 Demonstrated the ability to direct broadcast programs
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
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.