



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

WRITE AND REPORT NEWS

UNIT CODE: ME/OS/BJ/CR/06/6/B

UNIT DESCRIPTION

This unit specifies the competencies required to write and report news. It involves determining structure and organization of news, gathering news story, determining news writing styles, preparing newspaper copy, preparing digital news copy, edit news story, determining parliament and political reporting practice establishing court reporting practice, determining sports reporting practice, establishing business reporting practice and establish science and technology reporting practice.

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. Determine structure and organization of news	1.1 News stories are identified as per the organizational structure, 1.2 News writing techniques are determined as per the organization guidelines. 1.3 Components of a news story are established as per the SOPs. 1.4 Elements/values of news are determined as per the SOPs.
2. Gather news story	2.1 News story sources are determined as per the work place requirements. 2.2 News story source is selected based on the work place objectives. 2.3 News gathering techniques are determined based on the source. 2.4 News stories are gathered based on the work place requirement.
3. Determine news writing styles	3.1 News story is identified based on in- house guidelines. 3.2 Writing styles are established based on in-house guidelines. 3.3 News broadcast platform is determined based on organizational structure.

	3.4 News writing language is selected based on editorial guidelines
4. Prepare broadcast news copy	<p>4.1 Broadcast news stories are determined as per the SOPs.</p> <p>4.2 Components of broadcast news stories are determined as per the SOPs.</p> <p>4.3 Broadcast news copy is drafted in line with in-house guidelines.</p>
5. Prepare newspaper copy	<p>5.1 Newspaper stories are determined as per the SOPs</p> <p>5.2 Components of newspaper stories are determined as per the SOPs</p> <p>5.3 Newspaper copy is drafted in line with in-house guidelines</p>
6. Prepare digital news copy	<p>6.1 Online news stories are determined as per the SOPs</p> <p>6.2 Components of online news stories are determined as per the SOPs.</p> <p>6.3 Online news copy is drafted in line with in-house guidelines.</p>
7. Edit news story	<p>7.1.Drafted copy is edited for grammar as per the SOPs.</p> <p>7.2.Drafted copy is edited for spelling and punctuation as per the SOPs</p> <p>7.3.Drafted copy is edited for facts as per the SOPs</p> <p>7.4.Drafted copy is edited for legal issues as per the SOPs</p> <p>7.5.Drafted copy is edited for language based on in-house guidelines.</p>
8. Determine Parliament and political reporting practice	<p>1.1 Knowledge on political players and development is determined based on trends.</p> <p>1.2 Parliamentary rules are establish based on SOPs.</p> <p>1.3 Government processes and organs are established based on SOPs.</p> <p>1.4 Parliamentary privileges and immunities are established based on SOPs.</p>
9. Establish court reporting practice	<p>9.1 Constitution knowledge is established as per SOPs.</p> <p>9.2 Court rules and regulations established as peer SOPs.</p>

	<p>9.3 Accurate titles of court officials are established as per SOPs.</p> <p>9.4 Legal jargons are established as per SOPs.</p> <p>9.5 Sources of court stories are established as per SOPs.</p> <p>9.6 Contempt of court is established as per SOPs.</p> <p>9.7 Trial process is established as per SOPs.</p>
10. Determine sports reporting practice	<p>10.1 Rules and regulations governing the game are established based on the sport type.</p> <p>10.2 History and development of the sport is established based on research</p> <p>10.3 Knowledge of player(s) is established based on sport rules and regulations</p>
11. Establish business reporting practice	<p>1.1 Business and economic policies are established based on SOPs.</p> <p>1.2 Business and economy indexes and jargons are established as per the SOPs.</p> <p>1.3 Stock market and exchange rates are established as per SOPs.</p> <p>1.4 Numeracy and currency are established as per SOPs.</p>
12. Establish science and technology reporting practice	<p>12.1 Mechanical accuracy is established based on facts</p> <p>12.2 Technical accuracy is established based on facts</p> <p>12.3 Internal consistency is attained based on editorial policy</p> <p>12.4 Fact and objectivity is determines as per the research findings</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 sources may include but not limited to:	<ul style="list-style-type: none"> • Human • Written
2. News gathering techniques may	<ul style="list-style-type: none"> • Recording • Interviewing • Participation

include but not limited to:	<ul style="list-style-type: none"> • Observation
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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
- Creativity
- Innovation
- Multi-media
- Good judgement
- Research

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	<p>Assessment requires evidence that the candidate:</p> <p>1.1 Determined structure and organization of news</p> <p>1.2 Demonstrated ability to gather news story</p> <p>1.3 Demonstrated ability to write news stories</p> <p>1.4 Demonstrated ability to prepare a broadcast news copy</p> <p>1.5 Demonstrated ability to prepare a newspaper story</p> <p>1.6 Demonstrated ability to prepare a digital news copy</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>