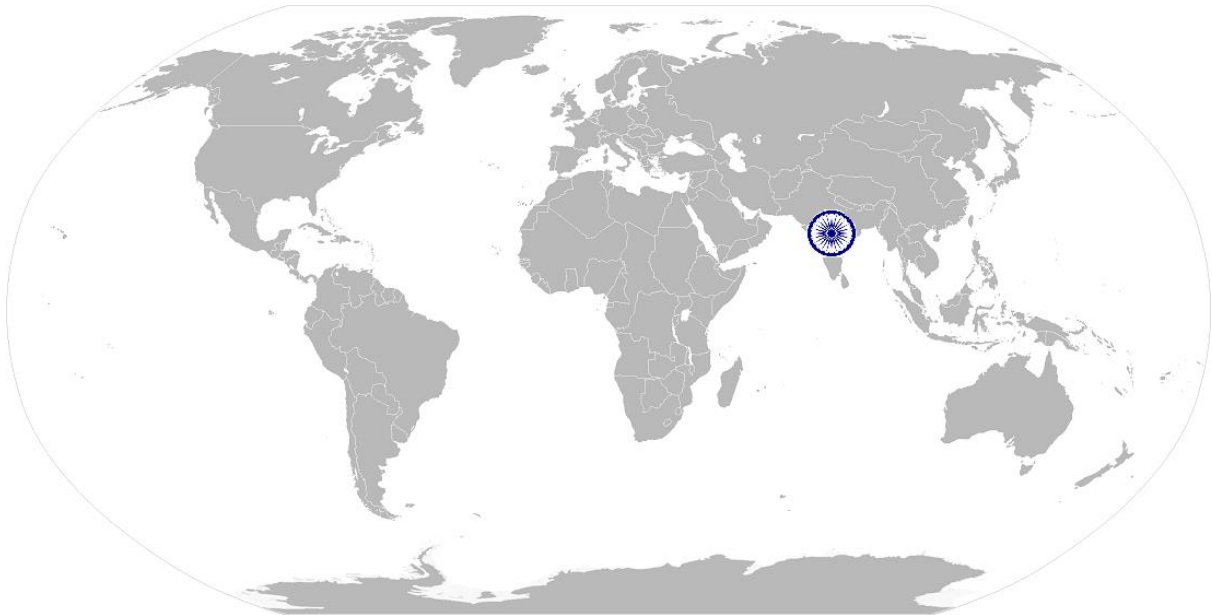


Job Details	Qualifications Pack Code	MES/ Q 1901		
	Job Role	Editor-in-Chief This job role is applicable in both national and international scenarios		
	Credits (NSQF)	TBD	Version number	01
	Sector	Media and Entertainment	Drafted on	16/03/15
	Sub-sector	Television, Print, Radio, Digital	Last reviewed on	16/03/15
	Occupation	Journalism	Next review date	16/03/17

Job Role	Editor-in-Chief
Role Description	Head of the Editorial Department and responsible for overseeing the news gathering and production, and ensuring the quality of content
NSQF level	7
Minimum Educational Qualifications	Graduate
Maximum Educational Qualifications	Post Graduate in Journalism/ Mass Media/ Mass Communication
Training (Suggested but not mandatory)	N.A
Minimum Job Entry Age	18 years
Experience	5-7 Years of work experience
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> MES/ N 1901 (Generate Ideas for Journalism Projects) MES/ N 1902 (Undertake Research for Journalism Projects) MES/ N 1904(Conduct an Interview) MES/ N 1906 (Write and Edit Copy) MES/ N 1909 (Public Speaking and News Presentation) MES/ N 1910 (Report in a Difficult or Hostile Environment) MES/ N 1911 (Develop the Editorial Vision) MES/ N 1912 (Comply with Applicable Law and Regulation) MES/ N 0104 (Maintain workplace health and safety) <p>Optional: N.A.</p>
Performance Criteria	As described in the relevant OS units

Definitions	Keywords /Terms	Description
	Assignment Desk	The department in a news organization that tracks all stories and developments and allocates news gathering resources to them
	Budget	Budget is an estimate of the total cost of production that may include a break-up of cost components
	Copyright Laws	A legal framework linked to intellectual property and the rights given to creators of original products/ concepts
	Copy Desk	The department in a news organization where final copy (text or script) is prepared for publishing and/ or broadcasting
	Journalism	Discipline of gathering, writing and reporting news across a range of media – Television, Print, Radio and Digital.
	Script	Script is a structured narrative of a story and or the spoken word/ narrative that accompanies a programme
	Set	The background/ scenery visible through the camera (for video production) or directly to the spectator (for theatrical production)
	Target Audience	Group of people at whom content/ adverting is aimed. A target audience is typically defined by age, gender, economic classification, geography and any other relevant parameters
	Timelines	Timelines is a listing of dates by which the production milestones/stages need to be completed
	Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
	Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
	Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry.
Core Skills/Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the OS , these include communication related skills that are applicable to most job roles.	
Acronyms	Keywords /Terms	Description
	NOS	National Occupational Standard(s)
	QP	Qualifications Pack
	NVEQF	National Vocational Education Qualifications Framework
	NVQF	National Vocational Qualifications Framework

National Occupational Standard



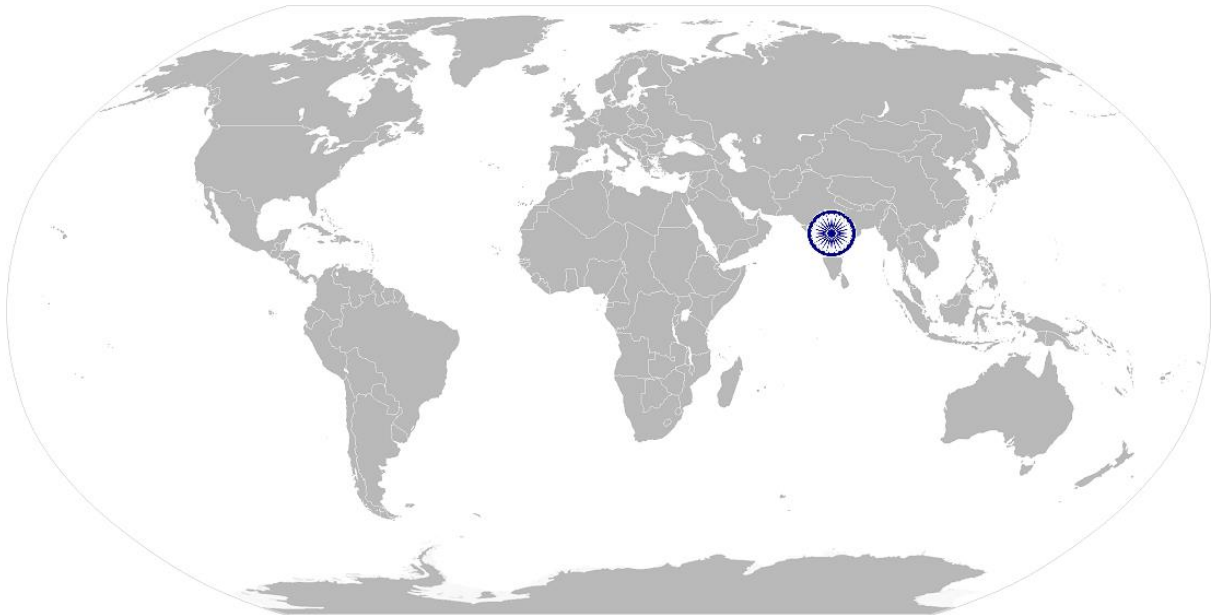
Overview

This unit is about generating new ideas for journalism projects and successfully evaluating the potential of these ideas

Unit Code	MES/ N 1901
Unit Title (Task)	Generate Ideas for Journalism Projects
Description	This OS unit is about generating new ideas for journalism projects and successfully evaluating the potential of these ideas
Scope	<ul style="list-style-type: none"> • Generating ideas for different types of content <ul style="list-style-type: none"> • For journalism projects across a range of media including print (newspapers and magazines), television, radio and online (web, mobile and other emerging platforms) • For journalism projects across media that provide/ disseminate information at different times/ frequencies: daily – e.g. newspapers, evening news bulletins; weekly, fortnightly, monthly etc. – e.g. magazines and continuous/ Ongoing – e.g. news websites, news TV channels etc. • Identifying possible constraints • Effectively articulating the idea
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Generating ideas for different types of content	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Research and collect information from various primary and secondary sources, including daily events and occurrences, other news publications, personal contacts (colleagues, experts, contacts/ network), archives, press releases and newswires</p> <p>PC2. Generate a story/ idea/ concept across mediums and formats, including:</p> <ul style="list-style-type: none"> • A specific story – e.g. fact-based reporting, analytical, feature-writing • A specific section – e.g. the “edit” or “op ed” page of a newspaper or a certain news-based show on TV or radio • An entire publication – e.g. the full issue of a magazine <p>PC3. Evaluate an idea for its suitability to the particular medium and corresponding implications on budget, time schedule and resource requirements</p>
Identifying possible constraints	PC4. Identify any constraints to successfully realize the idea – including any ethical, legal, regulatory, organizational or other limitations
Effectively articulating the idea	<p>PC5. Articulate ideas clearly and pitch/ present and defend ideas to an audience (e.g. during an editorial team meeting)</p> <p>PC6. Respond positively to feedback and any changes in creative requirements</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. The target audience for the content and/or the organization/ individual that is commissioning the content</p> <p>KA2. Editorial standards followed by the organization/ individual that is commissioning the content (including applicable local, national or international laws)</p> <p>KA3. Resource limitations including any constraints on budget, resources and time availability (i.e. deadlines)</p>

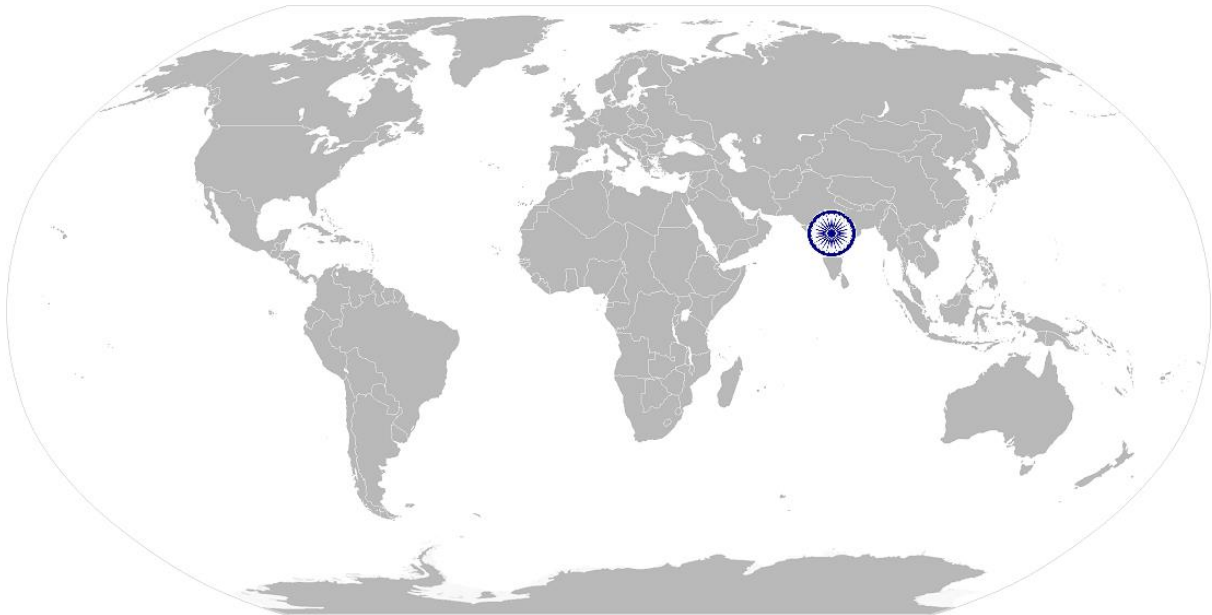
<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. How to undertake research and collect information to generate ideas</p> <p>KB2. The different information sources available – including daily events and occurrences, other news publications, speaking with people (colleagues, experts, contacts/ network), archives, press releases and newswires</p> <p>KB3. How to build and maintain a network of contacts/ sources</p> <p>KB4. How to verify information, undertake background checks and confirm the accuracy of any facts used during idea development</p> <p>KB5. How to use storyboarding and ideation tools such as mind maps, fish bone diagrams and/ or other techniques. (This skill is most relevant for ideas generated for longer, analytical or feature-style coverage)</p> <p>KB6. Available resources and implications for selecting a particular idea on resources, time and budget</p> <p>KB7. How to prepare synopses, summaries, proposals, story outlines and other written material for pitching ideas to one’s editor/ editorial supervisor</p> <p>KB8. The suitability of the idea for different types of content (e.g. short articles, feature articles, interviews, analysis etc.) and various platforms (e.g. print, TV, radio and digital)</p> <p>KB9. How to evaluate an idea for risks including those to the individual’s own health and safety and/ or other’s around them</p>
<p>Skills (S)</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p> <p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. Prepare synopses, summaries, proposals, story outlines and other written material for pitching ideas to different audiences</p> <p>SA2. Use storyboarding and ideation tools to visually represent ideas</p> <p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Undertake background research, gather references and collect information</p> <p>SA4. Read and analyze various sources of news including wire services and other publications/ channels/ websites/ media</p> <p>Oral Communication (Listening and Speaking skills)</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA5. Undertake background research and collect information by conversing with people</p> <p>SA6. Effectively present and defend ideas to one’s editor/ editorial supervisor</p>
<p>B. Professional Skills</p>	<p>Decision Making</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Make relevant decisions related to the area of work e.g. choice of idea, confirming accuracy of information and evaluating risks</p> <p>Plan and Organize</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. Estimate the effort associated with realizing the idea</p> <p>SB3. Plan own work and work for additional staff (e.g. photographers, videographers and copy desk) according to deadlines</p>

	SB4. Manage within the agreed budget and minimize overruns
	Customer Centricity
	The user/individual on the job needs to know and understand: SB5. The consumption patterns and preferences of the target audience (reader/ viewer/ listener)
	Analytical Thinking
	The user/individual on the job needs to know and understand: SB6. How to analyze a range of information sources
	Critical Thinking
The user/individual on the job needs to know and understand: SB7. How to assess the suitability of an idea for the intended target audience	

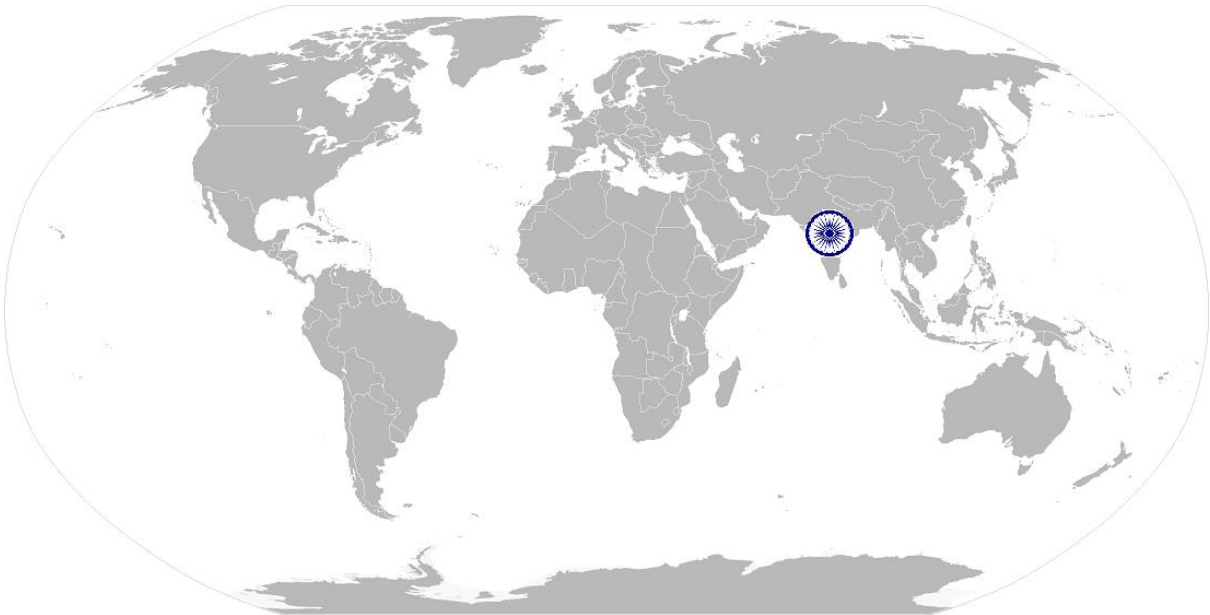


NOS Version Control

NOS Code	MES / N 1901		
Credits (NSQF)	TBD	Version number	01
Industry	Media & Entertainment	Drafted on	16/03/15
Industry Sub-sector	Television, Print, Radio, Digital	Last reviewed on	16/03/15
Occupation	Journalism	Next review date	16/03/17



National Occupational Standard



Overview

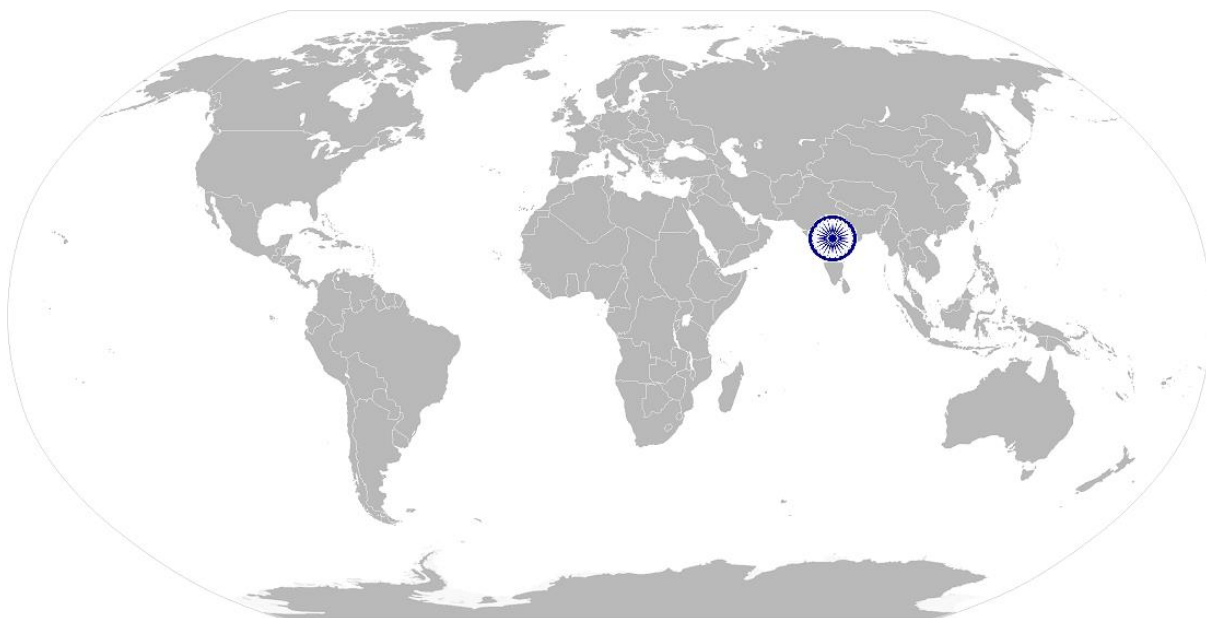
This unit is about undertaking research, collecting background information and conducting accuracy checks for journalism projects

Unit Code	MES/ N 1902
Unit Title (Task)	Undertake Research for Journalism Projects
Description	This OS unit is about undertaking research, collecting background information and conducting accuracy checks for journalism projects
Scope	<ul style="list-style-type: none"> Evaluating story ideas <ul style="list-style-type: none"> For journalism projects across a range of media including print (newspapers and magazines), television, radio and online (web, mobile and other emerging platforms) For journalism projects across media that provide/ disseminate information at different times/ frequencies: daily – e.g. newspapers, evening news bulletins; weekly, fortnightly, monthly etc. – e.g. magazines and continuous/ Ongoing – e.g. news websites, news TV channels etc. Undertaking research for journalism projects Presenting the information gathered
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Evaluating story ideas	To be competent, the user/individual on the job must be able to: PC1. Evaluate story ideas for their suitability to the particular medium PC2. Analyze the corresponding implications on budget, time schedule and resource requirements
Undertaking research for journalism projects	PC3. Conduct background research and collect information to support/ develop story ideas using various primary and secondary sources, including daily events and occurrences, other news publications, personal contacts (colleagues, experts, contacts/ network), archives, press releases and newswires
Presenting the information gathered	PC4. Compile information, document facts and present research in a coherent and comprehensive manner
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. The target audience for the content and/or the organization/ individual that is commissioning the content KA2. Editorial standards followed by the organization/ individual that is commissioning the content (including applicable local, national or international laws) KA3. Resource limitations including any constraints on budget, resources and time availability (i.e. deadlines)
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. The different information sources available – including daily events and occurrences, other news publications, speaking with people (colleagues, experts, contacts/ network), archives, press releases and newswires KB2. How to build and maintain a network of contacts/ sources KB3. How to select the appropriate information source(s) based on the idea, the target audience and the platform where it will be published/ aired KB4. How to verify information, undertake background checks and confirm the

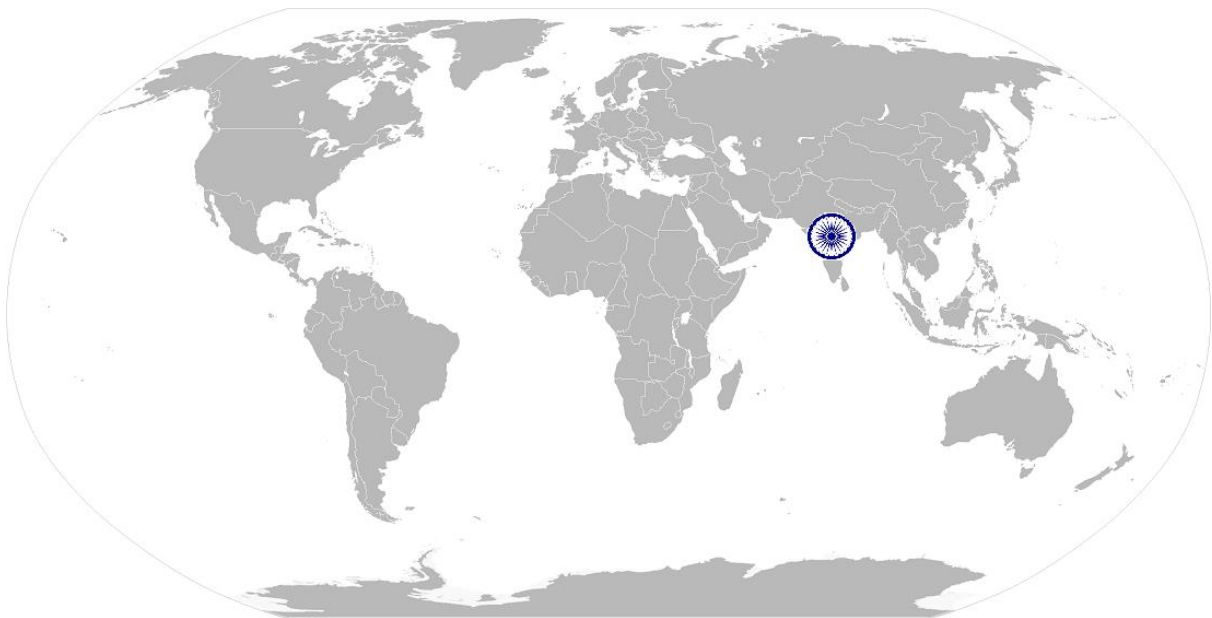
	<p>accuracy of any facts that are gathered</p> <p>KB5. Available resources and implications of a particular story/ idea/ concept on resources, time and budget</p> <p>KB6. How to prepare background research notes, analysis, timelines, summaries and other written material to document and present one's research</p> <p>KB7. How to evaluate a story/ idea/ concept for risks including those to the individual's own health and safety and/ or other's around them</p>
Skills (S)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/ individual on the job needs to know and understand how to: SA1. Prepare background research notes, analysis, timelines, summaries and other written material to document and present one's research
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA2. Undertake background research, gather references and collect information SA3. Read and analyze various sources of news including wire services and other publications/ channels/ websites/ media
	Oral Communication (Listening and Speaking skills)
The user/individual on the job needs to know and understand how to: SA4. Undertake background research and collect information by conversing with people SA5. Effectively present and defend research and information collected to one's editor/ editorial supervisor	
B. Professional Skills	Decision Making
	The user/individual on the job needs to know and understand how to: SB1. Make relevant decisions related to the area of work e.g. choice of information source(s), confirming accuracy of information and evaluating risks
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB2. Estimate the effort and time associated with conducting research for a particular story/ idea/ concept SB3. Manage within the agreed budget and minimize overruns
	Customer Centricity
	The user/individual on the job needs to know and understand: SB4. The consumption patterns and preferences of the target audience (reader/ viewer/ listener)
	Analytical Thinking
	The user/individual on the job needs to know and understand: SB5. How to analyze a range of information sources
Problem Solving	
The user/individual on the job needs to know and understand: NA	

NOS Version Control

NOS Code	MES / N 1902		
Credits (NSQF)	TBD	Version number	01
Industry	Media & Entertainment	Drafted on	16/03/15
Industry Sub-sector	Television, Print, Radio, Digital	Last reviewed on	16/03/15
Occupation	Journalism	Next review date	16/03/17



National Occupational Standard



Overview

This unit is about successfully conducting interviews and gathering information during interviews

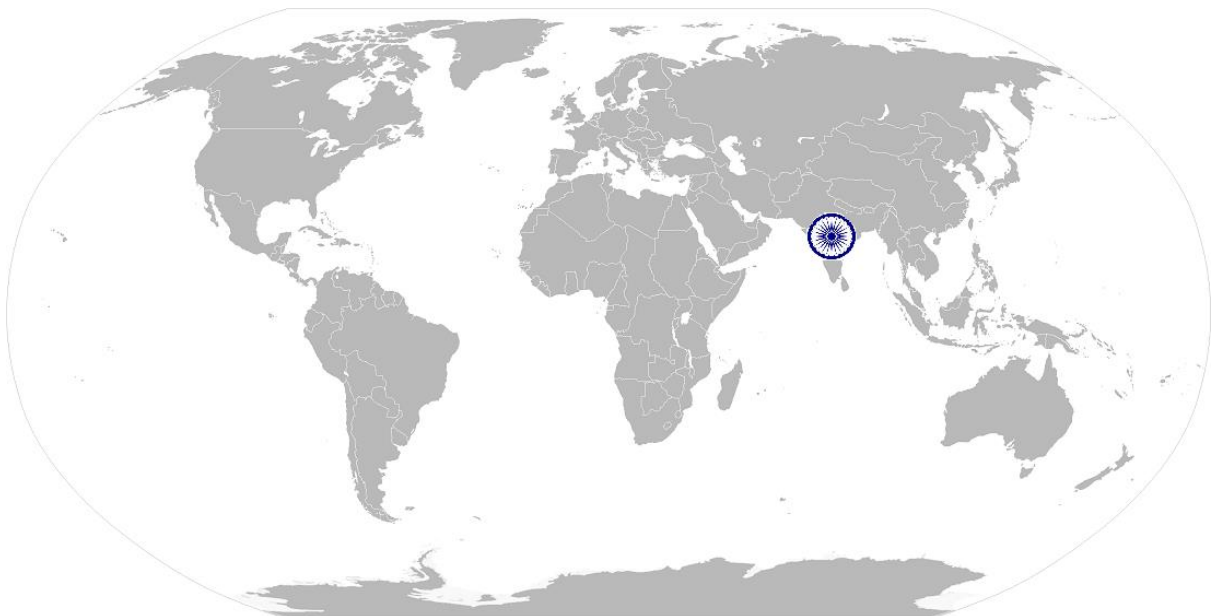
Unit Code	MES/ N 1904
Unit Title (Task)	Conduct an Interview
Description	This unit is about successfully conducting interviews and gathering information during interviews
Scope	<ul style="list-style-type: none"> • Undertaking set-up activities • Conducting different types of interviews
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Undertaking set-up activities	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Undertake, or supervise, set-up activities to ensure the smooth running of the interview, across different mediums and formats including:</p> <ul style="list-style-type: none"> • Live • Pre-recorded • Face-to-face • Over telephone/ video phone • At an outdoor location (e.g. home, office, hotel or public space) • In a studio
Conducting different types of interviews	<p>PC2. Understand and identify the objectives of the interview, and its relevance to the wider audience and organization, as appropriate to the role</p> <p>PC3. Prepare pertinent questions, and be aware of the type of interview being conducted and corresponding editorial goals across:</p> <ul style="list-style-type: none"> • profiles/ biopics – focused on the individual being interviewed • news interviews – where the interview is used to highlight certain aspects of a larger news story <p>PC4. Conduct the interview in a manner appropriate to one's own role and corresponding standing and authority– i.e. pose questions, receive answers/ information, participate in the conversation and develop open topics</p> <p>PC5. Understand verbal and non-verbal cues of the interviewee, successfully manage the flow of the conversation and challenge/steer the conversation as appropriate to the role</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. The target audience for the interview and/or the organization/ individual that is commissioning the interview</p> <p>KA2. Editorial standards followed by the organization/ individual that is commissioning the interview (including applicable local, national or international laws)</p> <p>KA3. Resource limitations including any constraints on budget, resources and time availability (i.e. deadlines)</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. How to define the purpose/ objective of the interview</p> <p>KB2. How to correctly read and interpret the interview brief</p> <p>KB3. How to conduct background research on the interviewee and prepare an interviewee profile</p>

	<p>KB4. How to conduct background research on the story and prepare a list of interview questions and talking points</p> <p>KB5. How to verify information and confirm the accuracy of any facts that are researched and/ or collected during the interview itself</p> <p>KB6. How to plan for interviews (outdoor or in the studio) – including choice of setting, time, budget, resources and equipment required</p> <p>KB7. Different interview styles and how to identify the appropriate style for each interview based on the brief/ requirements</p> <p>KB8. How to manage situations where the interviewee chooses to remain anonymous or where his/ her identity needs to be protected</p> <p>KB9. How to converse freely with the interviewee (including the necessary oral communication skills, maintaining eye contact and reading body language)</p> <p>KB10. How to write-up interview notes to ensure information is not lost (Note: writing finished scripts for different media is covered under a separate standard titled “Write and Edit Copy”)</p> <p>KB11. The applicable legal and regulatory framework for different types of interviews (e.g. consent, intellectual property/ ownership and possible litigation risks)</p> <p>KB12. How to evaluate the risks of conducting an interview including those to the individual’s own health and safety and/ or other’s around them</p>
Skills (S)	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. Prepare interviewee profiles</p> <p>SA2. Prepare list of questions and talking points</p> <p>SA3. Write-up interview notes/ transcripts</p>
	<p>Reading Skills</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Undertake background research, gather references and collect information</p> <p>SA5. Read and analyze various sources of news including wire services and other publications/ channels/ websites/ media</p>
<p>B. Professional Skills</p>	<p>Oral Communication (Listening and Speaking skills)</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA6. Effectively converse with the interviewee and gather information required</p> <p>SA7. Use listening skills including paying attention to non-verbal cues/ body language</p>
	<p>Decision Making</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Make relevant decisions related to the area of work e.g. choice of questions, confirming accuracy of information and evaluating risks</p> <p>SB2. Prioritize questions and redirect the conversation if needed</p>
	<p>Plan and Organize</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. Plan in advance for an interview, including resource and equipment requirements</p>
	<p>SB4. Manage within the agreed budget and minimize overruns</p> <p>SB5. Assess the level of research demanded by any an interview, and undertake</p>

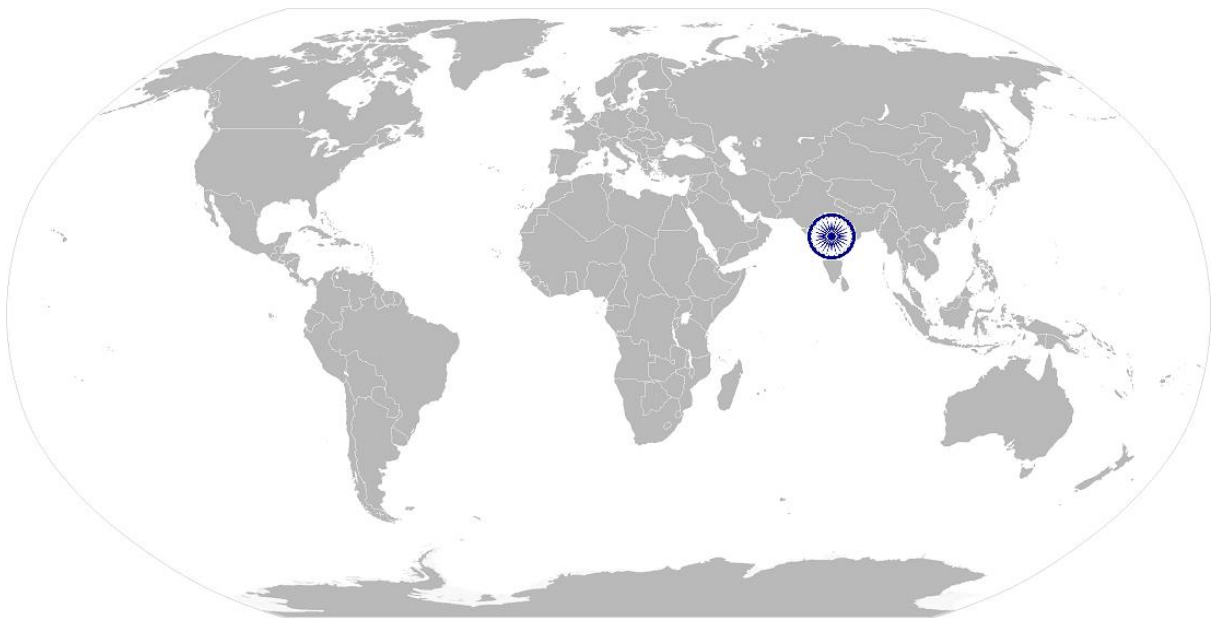
	<p>the research as necessary</p> <p>SB6. ensure that all relevant people have been briefed and liaise closely with appropriate team members, technical operators, camera and lighting crew, director, and producer</p>
	<p>Problem Solving</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. React and manage unpredictable situations – e.g. change in interviewee’s attitude or style of answering</p>
	<p>Critical Thinking</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB8. Deal practically with occasions which could harm you or your organization, including: the attitude or behavior of interviewees, the information they supply, breaches in legal, ethical or compliance codes</p>
	<p>Customer Centricity</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB9. Manage interviews so that they meet your time limits, and keep to the subject; and recognise, pursue and if necessary clarify relevant issues that arise, and points that need to be followed up later</p> <p>SB10. Establish and maintain rapport with interviewees, treat them courteously, listening carefully to their answers, and differentiating between fact and opinion</p>
	<p>Analytical Thinking</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB11. Clearly identify from the organization’s brief, the purpose and focus of the interview</p>

NOS Version Control

NOS Code	MES / N 1904		
Credits (NSQF)	TBD	Version number	01
Industry	Media & Entertainment	Drafted on	16/03/15
Industry Sub-sector	Television, Print, Radio, Digital	Last reviewed on	16/03/15
Occupation	Journalism	Next review date	16/03/17



National Occupational Standard



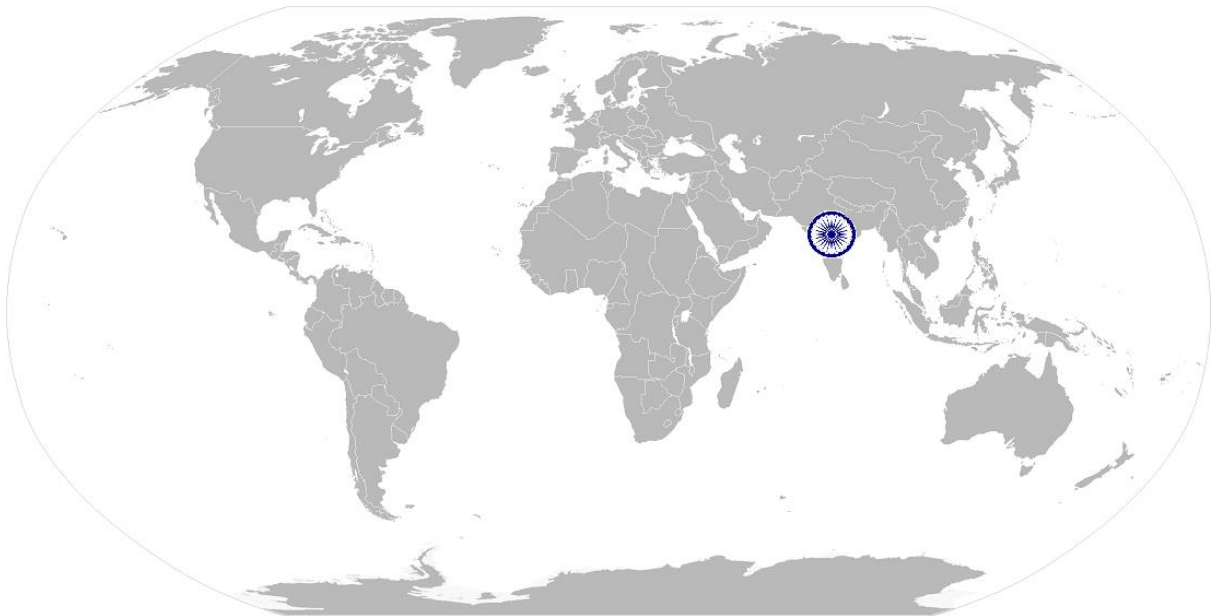
Overview

This unit is about writing and editing copy (i.e. final version of text) for a range of formats in different media

Unit Code	MES/ N 1906
Unit Title (Task)	Write and Edit Copy
Description	This OS unit is about writing and editing copy (i.e. final version of text) for a range of formats in different media
Scope	<ul style="list-style-type: none"> Undertaking copy-writing/ script-writing for various media and types of stories Note: <ul style="list-style-type: none"> Each of these writing and editing styles can be broken up into a specialized skill (by medium, by type of writing) and taught separately using relevant examples and practical techniques. At this stage the attempt is to set an overarching standard, and thus, a more generic approach has been adopted
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Undertaking copy-writing/ script-writing for various media and types of stories	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Present the facts and information in a manner that is coherent, comprehensible and appropriate for the target audience</p> <p>PC2. Edit a story or script based on the brief and prescribed word/ time limits</p> <p>PC3. Write and edit items such as: headlines, captions, intros, outros, cues and other types of links</p> <p>PC4. Craft an engaging narrative, conceptualise and clarify ideas and develop stories that meet the broader creative/editorial objectives of the organization, if appropriate to the role</p> <p>PC5. Display strong command of the language including correct grammar, spelling, sentence construction, diction and pronunciation skills</p> <p>PC6. Ensure that finished scripts meet legal and regulatory norms, and do not pose any risks to the individual and/ or organization</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. The target audience for the content and/or the organization/ individual that is commissioning the content</p> <p>KA2. Editorial standards followed by the organization/ individual that is commissioning the content (including applicable local, national or international laws)</p> <p>KA3. Resource limitations including any constraints on budget, resources and time availability (i.e. deadlines)</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. The brief for the story/ script that needs to be written – including applicable word and time limits</p> <p>KB2. The relevant facts and information that have been gathered, as well as any background research that may have been undertaken. Prior domain knowledge and experience is also important in certain genres of writing (e.g. political, economic, sports, lifestyle etc.)</p> <p>KB3. How to structure one's thoughts and ideas and write clearly and coherently</p> <p>KB4. How to use a wide range of vocabulary and writing techniques to minimize repetition and create interesting pieces of work</p>

	<p>KB5. How to verify information and confirm the accuracy of any facts that are being used in the story/ script</p> <p>KB6. How to differentiate between facts and opinion/ point of view – and write in a manner that makes this distinction evident to the reader/ viewer</p> <p>KB7. How to edit a story or script based on the brief, page layout or programme format and prescribed word/ time limits (Note: this skill set is most relevant to staff on the copy desk)</p> <p>KB8. Different type of audio visual aids (e.g. photographs, videos, audio clips etc.) and how to write copy that complements these aids. (Note: a separate standard titled “Understanding Audio Visual Aids” provides more specific information on this skill set)</p> <p>KB9. How to write headlines, captions, intros, outros, cues and other types of links</p> <p>KB10. The applicable legal and regulatory framework for different types of stories and scripts (e.g. disclosure, consent, intellectual property/ ownership and possible litigation) and writing/ editing in a manner that minimizes these risks</p> <p>KB11. Any other risks including those to the individual’s own health and safety and/ or other’s around them</p>
Skills (S)	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. Write stories and scripts as per the brief, or own editorial vision if appropriate</p> <p>SA2. Edit stories and scripts as per the brief, or own editorial vision if appropriate</p>
	<p>Reading Skills</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Undertake background research, gather references and collect information</p> <p>SA4. Read and analyze various sources of news including wire services and other publications/ channels/ websites/ media</p> <p>SA5. Proof read one’s own or others’ work to check for accuracy and completeness</p>
	<p>Oral Communication (Listening and Speaking skills)</p>
<p>The user/individual on the job needs to know and understand how to:</p> <p>SA6. Verify information by conversing with people</p> <p>SA7. Effectively present and defend finished stories and scripts to one’s editor/ editorial supervisor, if appropriate</p>	
<p>B. Professional Skills</p>	<p>Decision Making</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Make relevant decisions related to the area of work e.g. choice of writing style, confirming accuracy of information and evaluating risks</p> <p>SB2. Prioritize information and focus on what’s important given word/ time limits</p>
	<p>Plan and Organize</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. Estimate effort associated with writing and/or editing a specific story or script</p> <p>SB4. Plan own work and work for additional staff (e.g. copy desk, art editors, video editors) according to deadlines, as per role</p> <p>SB5. Manage within the agreed budget and minimize overruns, as per role</p>
<p>Problem Solving</p>	
<p>The user/individual on the job needs to know and understand how to:</p>	

	SB6. Identify any problems with successful execution of the task and resolve them in consultation with the producer/director/team members
	Critical Thinking
	The user/individual on the job needs to know and understand how to: SB7. Improve work-products and performance based on feedback received and through self-appraisal
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB8. Envision the impact of the script on different media



MES/ N 1906

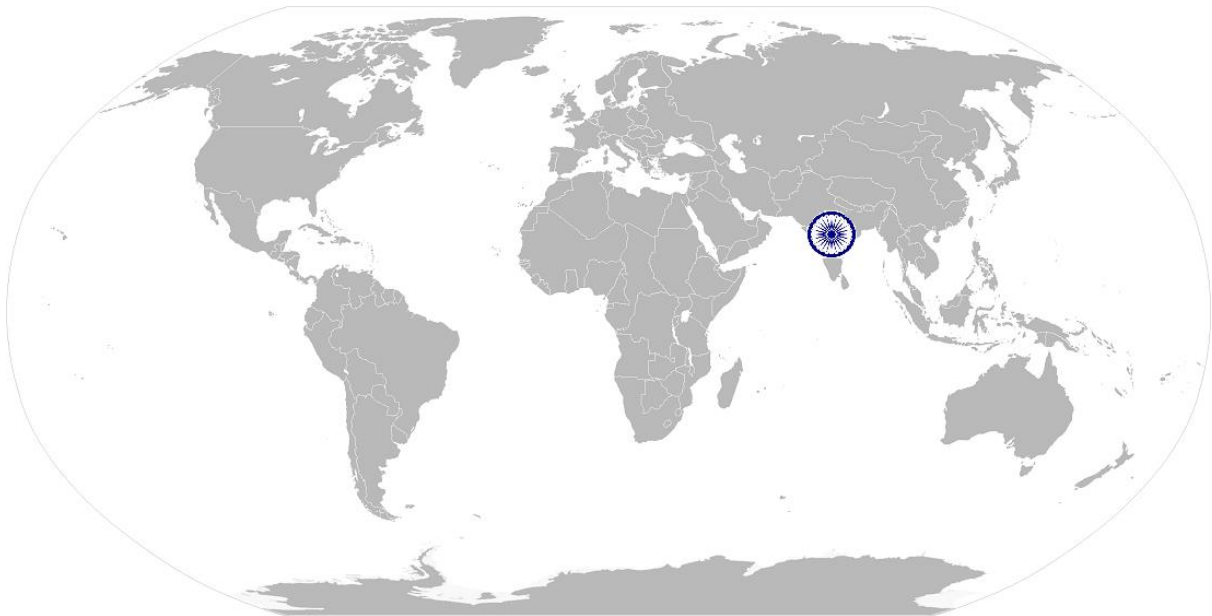
Write and Edit Copy

NOS Version Control

NOS Code	MES / N 1906		
Credits (NSQF)	TBD	Version number	01
Industry	Media & Entertainment	Drafted on	16/03/15
Industry Sub-sector	Television, Print, Radio, Digital	Last reviewed on	16/03/15
Occupation	Journalism	Next review date	16/03/17



National Occupational Standard



Overview

This unit is about the public speaking and news presentation skills required to present news in an audio visual environment

Unit Code	MES/ N 1909
Unit Title (Task)	Public Speaking and News Presentation
Description	This OS unit is about the public speaking and news presentation skills required to present news in an audio visual environment
Scope	<ul style="list-style-type: none"> Undertaking public speaking and news presentation <p>NOTE:</p> <ul style="list-style-type: none"> This unit/task is most applicable for the following profiles: <ul style="list-style-type: none"> Anchors and presenters in Television Anchor and presenters in Radio However at certain times, journalists who are not always presenters may also be called upon to deliver news and this skill may become relevant to: <ul style="list-style-type: none"> Print journalists who are called on to provide a video or audio clip for TV, radio or digital media Field or desk journalists in TV, radio or digital media who in addition to filing a story are also called on to present information in an audio visual format Freelance journalists/ experts who may be called on to present information and/ or provide expert opinion
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Undertaking public speaking and news presentation	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Present the facts and information in a manner that is coherent, comprehensible and appropriate for the target audience</p> <p>PC2. Craft an engaging narrative, conceptualise and clarify ideas and elaborate upon stories/points that meet the broader creative/editorial objectives of the organization, if appropriate to the role</p> <p>PC3. Communicate effectively when dealing with impromptu or wide-ranging questions or discussions, and be prepared with a deep knowledge of relevant topics, if appropriate to the role</p> <p>PC4. Display strong command of the language including correct grammar, spelling, sentence construction, diction and pronunciation skills</p> <p>PC5. Present oneself to the audience in an acceptable manner including personal grooming, clothing, hair and make-up</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. The target audience for the content and/or the organization/ individual that is commissioning the content</p> <p>KA2. Editorial standards followed by the organization/ individual that is commissioning the content (including applicable local, national or international laws)</p>

<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. How to structure one's thoughts and ideas, and communicate them orally in a clear and coherent manner</p> <p>KB2. How to use a wide range of vocabulary and communication skills to minimize repetition and create interesting conversations</p> <p>KB3. Vocal skills and concepts such as speed, flow, emphasis, voice modulation, gestures, movement, pauses, breathing etc.</p> <p>KB4. Personal attributes and how to make oneself presentable – including clothing, hair, make-up, posture, body language and other aspects</p> <p>KB5. How to differentiate between facts and opinion/ point of view – and communicate in a manner that makes this distinction evident to the listener/ viewer</p> <p>KB6. How to converse freely with participants (in the case of an anchor/ presenter) or with the anchor/ presenter (in the case of an expert/ participant) – including the necessary oral communication skills, maintaining eye contact and reading body language</p> <p>KB7. The applicable legal and regulatory framework for different types of news presentation and appearances (e.g. disclosure, consent, intellectual property/ ownership and litigation for defamation, libel or slander), and providing information and opinion in a manner that minimizes these risks</p> <p>KB8. Any other risks including those to the individual's own health and safety and/ or other's around them</p>
<p>Skills (S)</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p> <p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. Write speaking notes to support one's presentation</p> <p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA2. Undertake background research, gather references and collect information</p> <p>SA3. Read and analyze various sources of news</p> <p>SA4. Double check one's work for accuracy and completeness</p> <p>Oral Communication (Listening and Speaking skills)</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA5. Effectively converse with anchors/ presenters/ show participants and provide and/ or gather information required</p> <p>SA6. Use listening skills including paying attention to non-verbal cues/ body language</p>
<p>B. Professional Skills</p>	<p>Decision Making</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Prioritize information and focus on what's important given time constraints (summarization skills)</p> <p>Customer Centricity</p> <p>The user/individual on the job needs to know and understand:</p> <p>SB2. The consumption patterns and preferences of the target audience (reader/ viewer/ listener)</p>

	Analytical Thinking
	The user/individual on the job needs to know and understand: SB3. How to analyze a range of information and bring it together to form a coherent and comprehensible unit of verbal communication
	Plan and Organize
	The user/individual on the job needs to know and understand: SB4. List and prioritize the goals that you want to accomplish with your audience. SB5. List the major points of information that you want to convey to your audience.
	Critical Thinking
The user/individual on the job needs to know and understand: SB6. Improve work-products and performance based on feedback received and through self-appraisal	
Problem Solving	
The user/individual on the job needs to know and understand: SB7. Identify any problems with successful execution of the task and resolve them in consultation with the program producer and/or director	

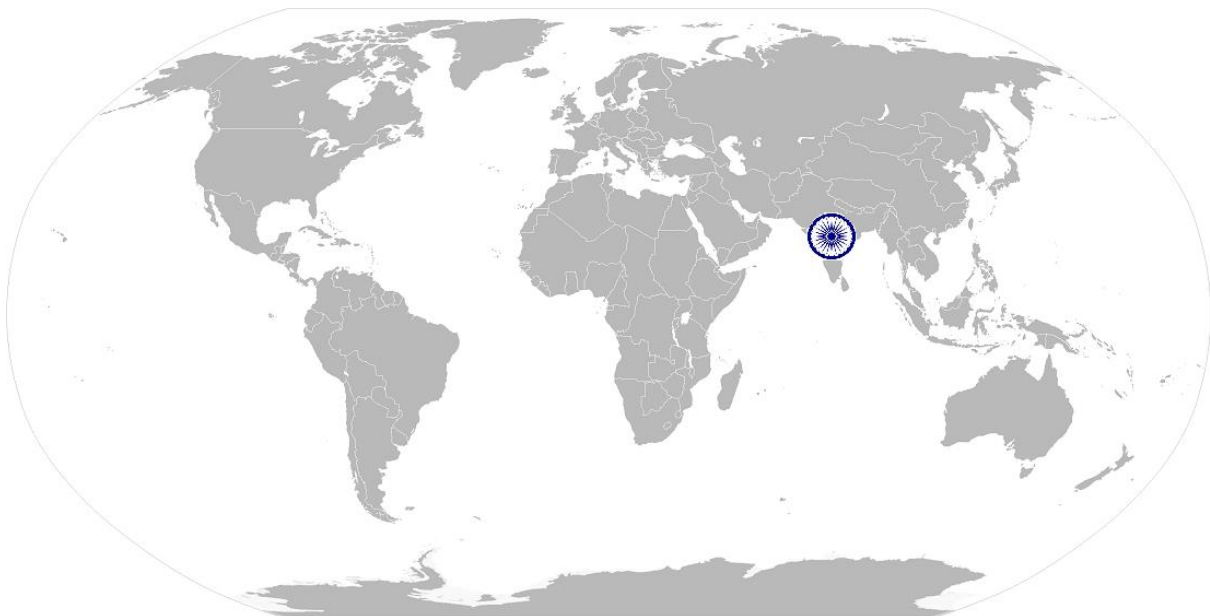


MES/ N 1909

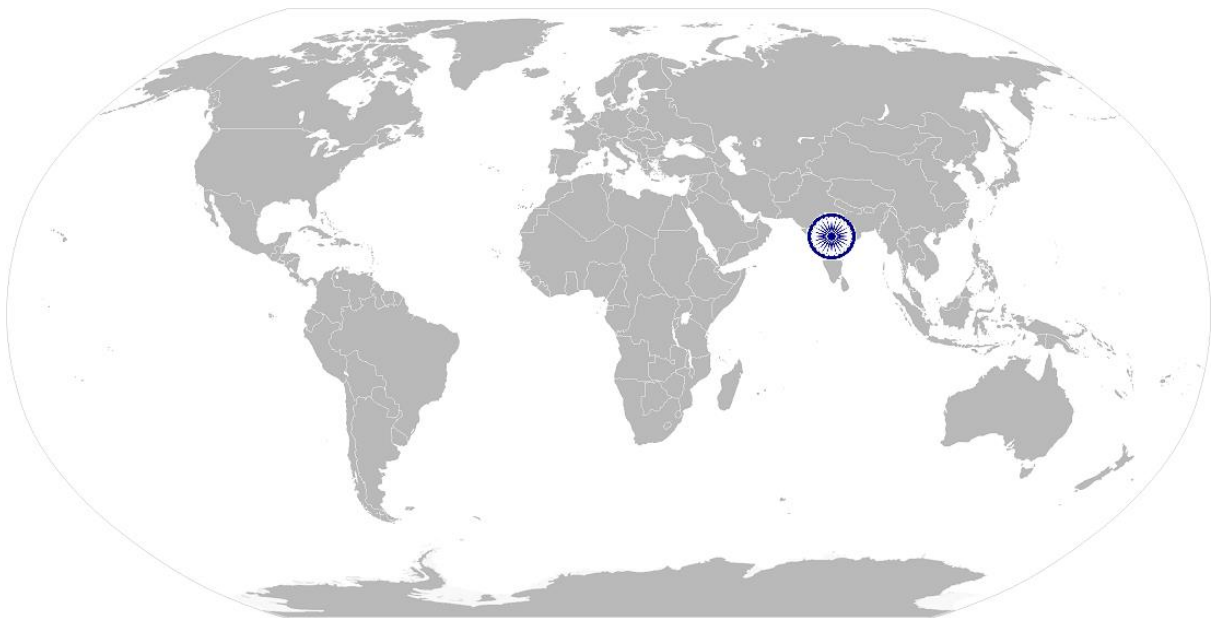
Public Speaking and News Presentation

NOS Version Control

NOS Code	MES / N 1909		
Credits (NSQF)	TBD	Version number	01
Industry	Media & Entertainment	Drafted on	16/03/15
Industry Sub-sector	Television, Print, Radio, Digital	Last reviewed on	16/03/15
Occupation	Journalism	Next review date	16/03/17



National Occupational Standard



Overview

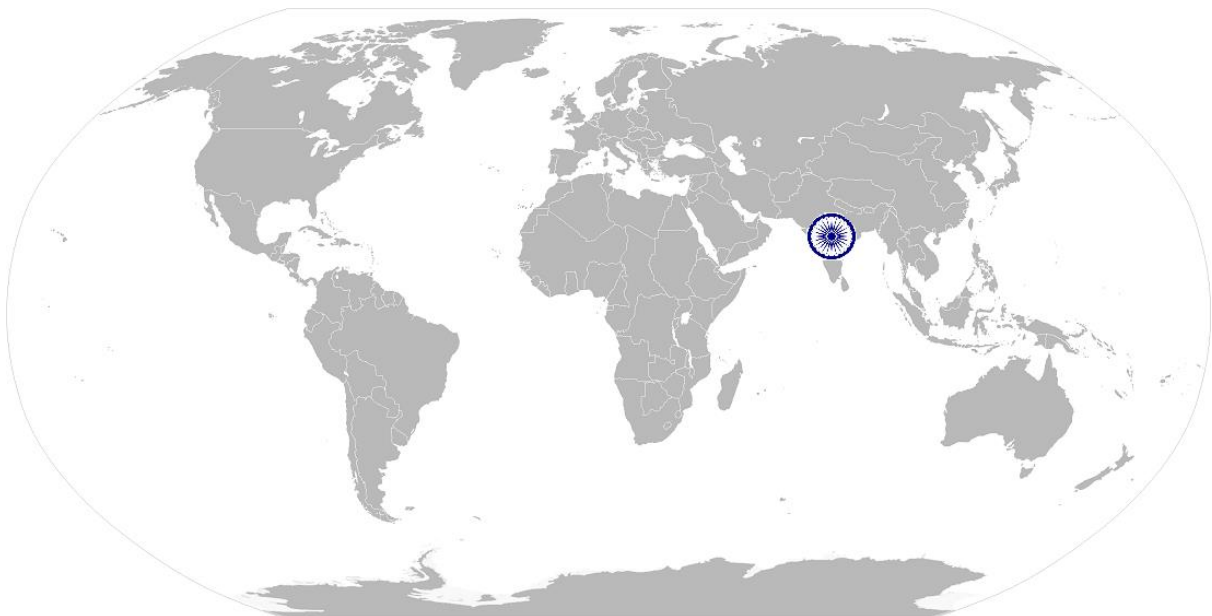
This unit is about undertaking field based reporting from exceptionally harsh, difficult or hostile environments

Unit Code	MES/ N 1910
Unit Title(Task)	Report in a Difficult or Hostile Environment
Description	This unit is about undertaking field based reporting from exceptionally harsh, difficult or hostile environments
Scope	<ul style="list-style-type: none"> Undertaking reporting in difficult or hostile environments: <ul style="list-style-type: none"> Conflict zones, during war and civil unrest, on extreme weather conditions, on natural or manmade disasters and other harsh/ hostile situations
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Undertaking reporting in difficult or hostile environments	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Understand the risks of reporting in hostile/difficult conditions and ensure that the highest quality of planning is undertaken</p> <p>PC2. Think on one's feet, react quickly and manage unpredictable situations – e.g. change in external environment, equipment failure or other types of resource limitations</p> <p>PC3. Determine when risks outweigh the benefits of reporting</p> <p>PC4. How to cease reporting/ return safely back to a base location</p> <p>PC5. Respond promptly to instructions from guides, security etc</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. The target audience for the content and/or the organization/ individual that is commissioning the content</p> <p>KA2. Editorial standards followed by the organization/ individual that is commissioning the content (including applicable local, national or international laws)</p> <p>KA3. The risks that are considered acceptable by the organization/ individual and any limitations on how far the organization/ individual will go to support the specific instance of reporting in a difficult or hostile environment (e.g. any limits on insurance, liability and medical care)</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. How to define the purpose/ information requirements from the field</p> <p>KB2. How to conduct background research on the location and assess the logistical/ planning requirements</p> <p>KB3. How to evaluate a location for risks – e.g. climate, weather, disease, nature, mobs, armed forces, civilian unrest etc.</p> <p>KB4. Risk mitigating equipment and clothing e.g. bullet proof vests, safety harnesses, bullet proof vehicles etc.</p> <p>KB5. Where to seek shelter in case the situation worsens</p> <p>KB6. How to communicate with one's editorial supervisor and remain in contact with someone at all possible points in time</p> <p>KB7. Applicable entry and exit rules e.g. e.g. visas, permits, photography/ videography permissions, requirements for public vs. private property</p> <p>KB8. One's own personal limitations (including risks to physical or mental well-being) and when the situation calls for an exit</p> <p>KB9. How to identify signs of stress or stress-related disorders (in oneself or other members of the crew) and to seek professional help at the earliest</p>

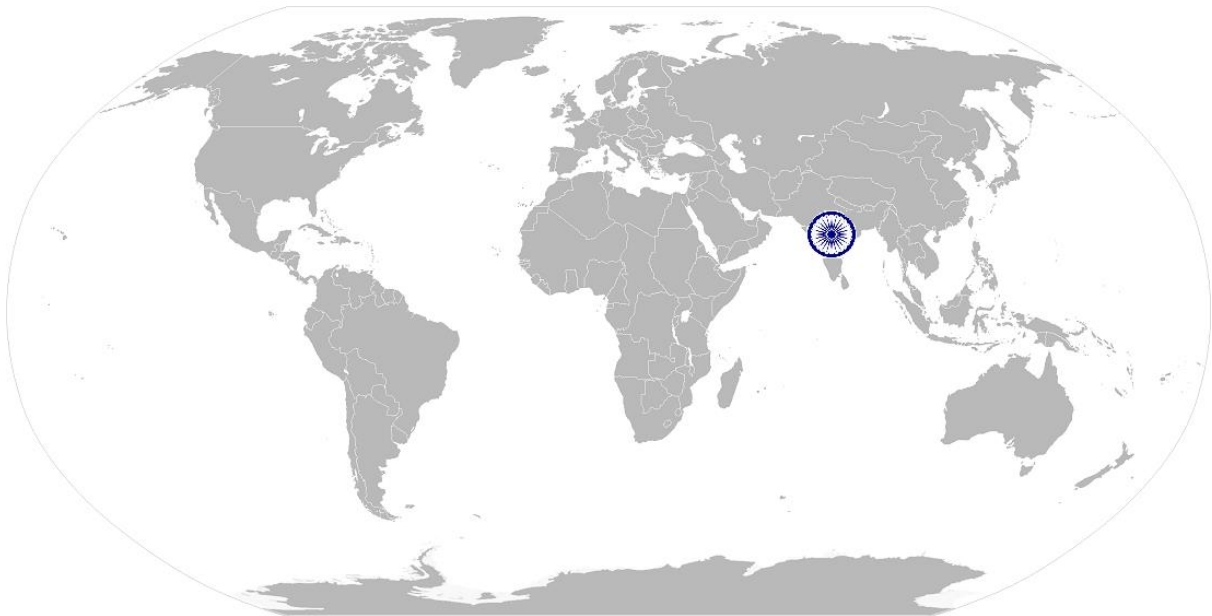
	<p>KB10. One's legal status and rights in that specific location (e.g. arrest, release, repatriation, deportation, bodily harm, access to medical treatment etc.)</p> <p>KB11. How to anticipate events on the ground and manage situations of conflict, resource limitations etc.</p> <p>KB12. In certain cases – basic first aid and resuscitation skills will also be an asset</p> <p>KB13. Any other applicable legal and regulatory requirements for reporting in difficult or hostile requirements</p> <p>KB14. Minimizing risks, in whatever manner or measure possible, to the individual's own health and safety and/ or other's around them</p>
Skills (S)	
A. Core Skills/ Generic Skills	<p>Writing Skills The user/ individual on the job needs to know and understand how to: SA1. Prepare reporting objectives and information requirements SA2. Prepare field notes</p> <p>Reading Skills The user/individual on the job needs to know and understand how to: SA3. Undertake background research, gather references and collect information SA4. Read and analyze various sources of news</p> <p>Oral Communication (Listening and Speaking skills) The user/individual on the job needs to know and understand how to: SA5. Effectively converse with interview subjects, crew, local authorities and bystanders to gather information and manage potential conflicts</p>
B. Professional Skills	<p>Decision Making The user/individual on the job needs to know and understand how to: SB1. Make relevant decisions related to the area of work e.g. choice of location, approach to information gathering and evaluating risks SB2. Prioritize questions/ reporting objectives and redirect efforts if needed</p> <p>Plan and Organize The user/individual on the job needs to know and understand how to: SB3. Plan in advance for field reporting, including resource and equipment requirements and logistical details SB4. Manage within the agreed budget and minimize overruns</p> <p>Problem Solving The user/individual on the job needs to know and understand how to: SB5. React and manage unpredictable situations – e.g. change in external environment, equipment failure or other types of resource limitations</p> <p>Critical Thinking The user/individual on the job needs to know and understand how to: SB6. Think ahead and plan for all contingencies you may encounter whilst in the hostile environment</p> <p>Analytical Thinking The user/individual on the job needs to know and understand how to: SB7. Conduct a comprehensive assessment of risks in the hostile environment</p> <p>Customer Centricity The user/individual on the job needs to know and understand how to: NA</p>

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NOS Code	MES / N 1910		
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Industry	Media & Entertainment	Drafted on	16/03/15
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Occupation	Journalism	Next review date	16/03/17



National Occupational Standard



Overview

This unit is about about developing the editorial vision and strategy of the organization and taking steps to implement it

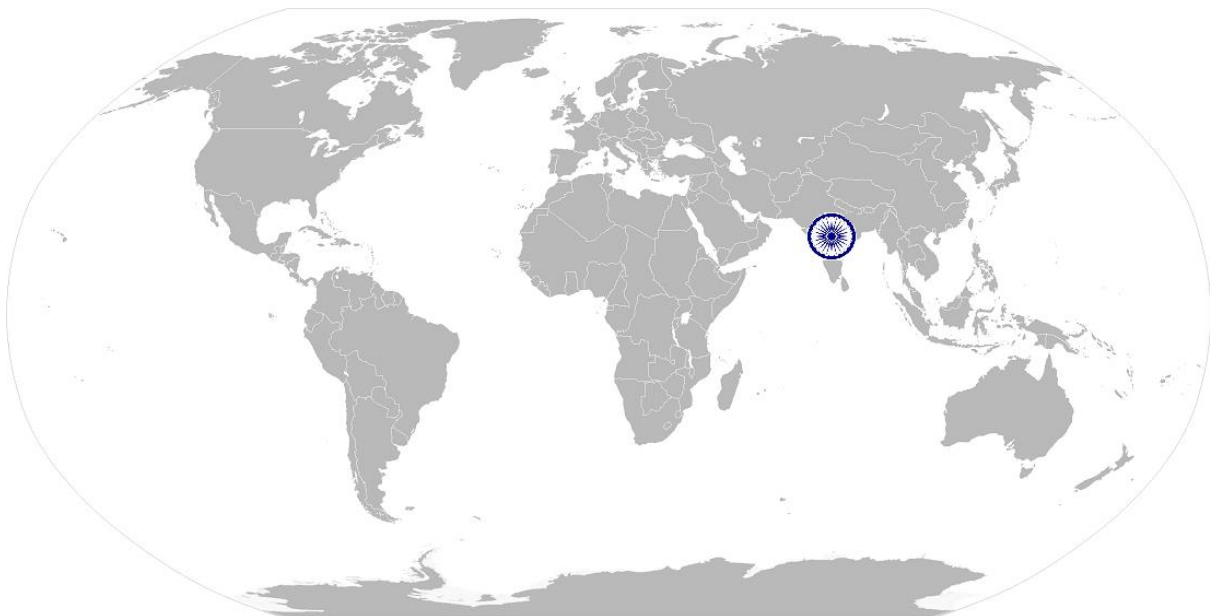
Unit Code	MES/ N 1911
Unit Title (Task)	Develop the Editorial Vision
Description	This OS unit is about developing the editorial vision and strategy of the organization and taking steps to implement it
Scope	This unit/task covers the following: <ul style="list-style-type: none"> • Conceptualizing the editorial vision of the organization • Achieving the editorial vision of the organization
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Conceptualizing the editorial vision of the organization	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Understand the organization's established traditions, supplementary properties, prior editorial strategies and the creative vision and objectives of key stakeholders, which may include board members and major investors</p> <p>PC2. Research and liaise with business executives and senior editors to understand audience demands and industry trends, so as to create an editorial brand/ positioning that is viable in the marketplace and attractive to the public</p> <p>PC3. Create a detailed vision of the organization's editorial course and positioning over short, medium and long terms, in conjunction with key stakeholders</p> <ul style="list-style-type: none"> • This may involve outlining the style of content (investigative pieces, op-eds), format of news gathering (original vs aggregated), periodicity (daily/weekly/monthly), scope and budget of the strategy, target audiences etc. <p>PC4. Critically evaluate the editorial vision with respect to ratings/circulation strength, audience satisfaction, editorial awards and make changes to the vision, as required, in conjunction with key stakeholders</p>
Achieving the editorial vision of the organization	<p>PC5. Communicate effectively the conceptualized editorial vision to senior/managing editors and other relevant personnel by arranging regular team meetings, and assign responsibilities as appropriate</p> <p>PC6. Oversee, provide feedback and approve all content, which may include layouts, designs, tone, writing style, narrative thrust etc, to ensure that it successfully matches the desired vision, mission and scope</p> <p>PC7. Prioritize content and stories that best reflect the vision of the organization (eg: which story form headlines and key news stories of the day, which stories are highlighted etc.)</p> <p>PC8. Supervise/provide inputs into the budgeting process and allocate resources, to ensure the creation of content that is aligned to the editorial strategy</p> <p>PC9. Supervise/provide inputs into the editorial hiring process in order to ensure the recruitment of editors, correspondents and journalists that fit the editorial goals of the organization</p> <p>PC10. Supervise/provide inputs into marketing campaigns and advertising, and ensure that the desired editorial qualities are projected to the appropriate audiences</p> <p>PC11. Set out the ethical framework, plagiarism policies, regulations and health and safety guidelines for the organization</p>

Knowledge and Understanding (K)	
B. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. The organization's established traditions and the editorial visions/strategies it employed in the past</p> <p>KA2. The parent firm's additional properties, and the organization's supplementary properties and their respective creative visions</p> <p>KA3. Key internal and external stakeholders and their objectives and requirements</p> <p>KA4. The target audience and their tastes and preferences</p> <p>KA5. The necessity of critically evaluating an organization's mission and brand, and defining metrics (ratings/circulation, audience satisfaction, awards etc) that will be used for such an evaluation</p> <p>KA6. The importance of buy-in to the defined vision by key editorial personnel</p> <p>KA7. How to effectively and persuasively explain the organization's strategy to key editorial personnel</p> <p>KA8. How to maintain an open dialogue and schedule meetings with key editorial personnel, through which the vision may be clarified</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. How to set the editorial mission keeping all stakeholders objectives in mind</p> <p>KB2. How to evaluate competitors' editorial visions and identify market gaps</p> <p>KB3. The attractiveness of different types of editorial visions to various audience segments</p> <p>KB4. How to layout and define conceptual ideas/strategies in a concrete manner, which may include outlining desired content styles, news gathering formats, resources required etc</p> <p>KB5. How to evaluate the suitability of content to the desired editorial strategy, across layouts, designs, tone, writing style, narrative thrust etc</p> <p>KB6. How to shape editorial hiring processes and marketing initiatives so that they are aligned with the desired vision</p> <p>KB7. Relevant norms, regulations and policies pertaining to journalism, and how to set these standards for the entire organization</p> <p>KB8. Applicable health and safety guidelines</p>
Skills (S) (Optional)	
C. Core Skills/ Generic Skills	Writing Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. Document precisely the desired editorial vision</p> <p>SA2. Provide written suggestions and feedback to senior editors and correspondents</p>
	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Conduct extensive research across a variety of print and media resources to help conceptualize the editorial vision</p> <p>SA4. Research the profile and characteristics of the target audience</p> <p>SA5. Research the editorial profile and characteristics of major players and competitors</p> <p>SA6. Critically read all relevant or major editorial content</p>
	Oral Communication (Listening and Speaking skills)

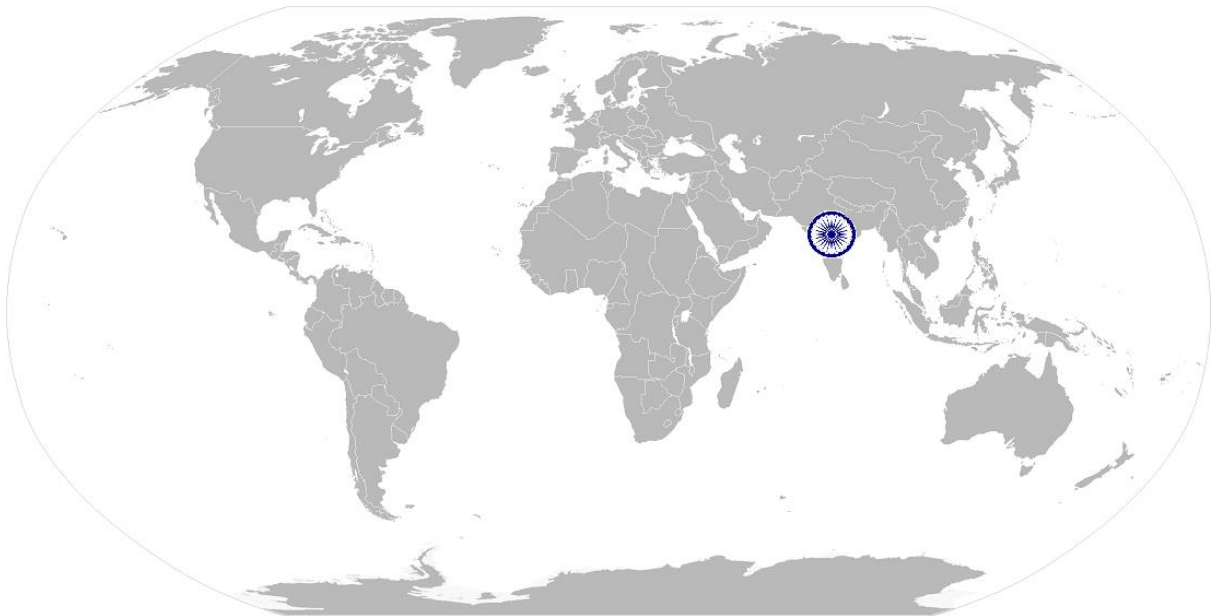
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA7. Liaise with key stakeholders and understand their creative vision and objective</p> <p>SA8. Present, discuss and solicit feedback on the editorial strategy from key stakeholders and editorial personnel</p> <p>SA9. Communicate requirements across journalism departments</p>
D. Professional Skills	Analytical Thinking
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Envision the impact of the conceptualized vision across editorial, business and regulatory aspects of the organization</p>
	Critical Thinking
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. Generate innovative and appropriate ideas for content and treatment, that are relevant to the target audience, and that make effective use of the range of platforms available for publication or transmission</p> <p>SB3. Critically evaluate editorial content across a host of parameters, to ensure it is aligned with the editorial mission</p>
	Problem Solving
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. Identify any problems with the successful implementation of the editorial vision, and resolve them in conjunction with relevant senior personnel</p>
	Decision making
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. Accurately judge the value to your target audience of ideas for editorial content, and assess their suitability for further development across different platforms, as required</p>
	Plan and organize
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. Seek appropriate advice to address any legal, ethical, or health and safety issues</p>
Customer Centricity	
<p>The user/individual on the job needs to know and understand how to:</p> <p>NA</p>	

NOS Version Control

NOS Code	MES / N 1911		
Credits (NSQF)	TBD	Version number	01
Industry	Media & Entertainment	Drafted on	16/03/15
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Occupation	Journalism	Next review date	16/03/17



National Occupational Standard



Overview

This unit is about complying with various laws and regulations applicable to the journalism industry (including codes of conduct for various media)

Unit Code	MES/ N 1912
Unit Title (Task)	Comply with Applicable Law and Regulation
Description	This OS unit is about complying with various laws and regulations applicable to the journalism industry (including codes of conduct for various media)
Scope	<ul style="list-style-type: none"> Familiarizing oneself with each of the applicable legal and regulatory norms, codes of conduct and ethics Complying with the legal and regulatory requirements of the specific organization/ individual commissioning the content
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Familiarizing oneself with each of the applicable legal and regulatory norms, codes of conduct and ethics	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Understand the applicable legal and regulatory framework that apply to one's work using the respective source documents and training material</p> <p>PC2. Identify instances where either one's own or someone else's work may not comply fully with the framework</p> <p>PC3. Understand the risks of non-compliance for oneself and the organization</p>
Complying with the legal and regulatory requirements of the specific organization/ individual commissioning the content	<p>PC4. Ensure that the legal and regulatory requirements specific to the organization are being adhered to</p> <p>PC5. Escalate instances of non-compliance to one's editorial supervisor and/ or compliance officer as applicable</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. Editorial standards, code of conduct and other ethical norms followed by the organization/ individual that is commissioning the content</p> <p>KA2. The mechanism for reporting non-compliance and what to do in instances where one's direct supervisor may also be non-compliant</p>
B. Technical Knowledge	<p>The user/individual on the job may need to know and understand one or more of the following legal and regulatory concepts, and their implications:</p> <p>KB1. Press Council of India, Norms of Journalistic Conduct, 2005</p> <p>KB2. Code of ethics and core values such as impartiality, communal harmony and secularism</p> <p>KB3. Personal attacks/ commentary on an individual and potential litigation risks e.g. defamation, libel and slander</p> <p>KB4. What kind of information can and cannot be disclosed (e.g. matters that are sub judice, events that could ignite communal unrest etc.)</p> <p>KB5. Where the identify of a specific individual must not be disclosed (e.g. victims of rape and other grievous harm)</p> <p>KB6. How to correctly represent minority communities such as women, AIDS patients and other sections of society in a manner that is progressive, inclusive and maintains their dignity</p>

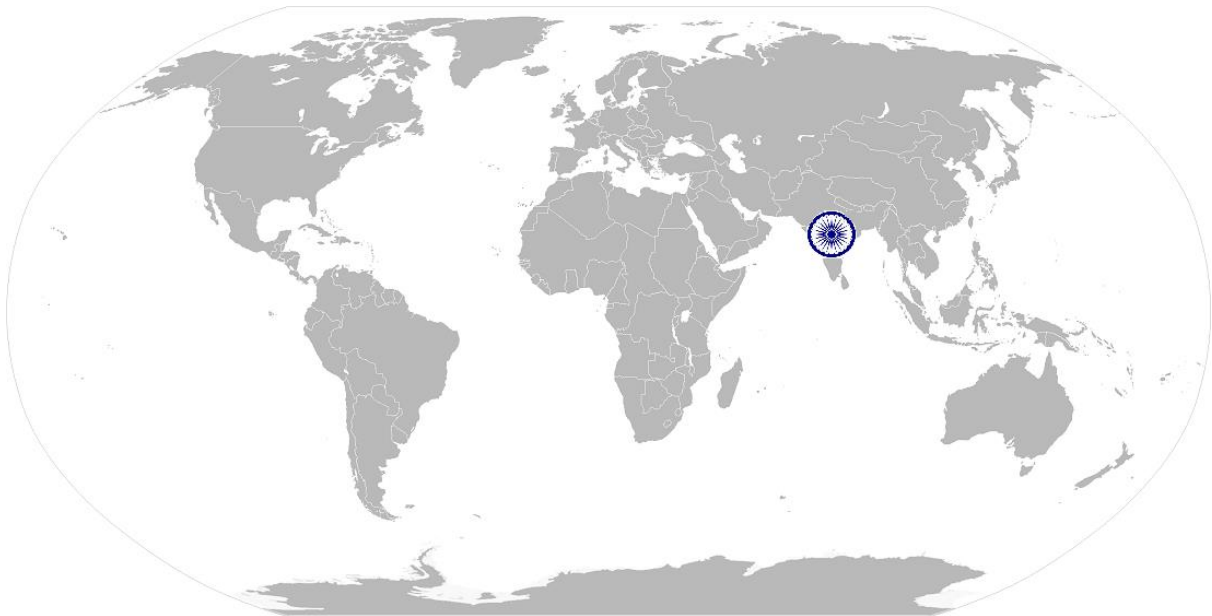
	<p>KB7. How to respect intellectual property, and the implications of using copyrighted material, infringement and plagiarism</p> <p>KB8. Understand the penalties (e.g. fines and imprisonment) for not complying with these norms. In certain cases, fines may also extend to the employee's organization and/ or senior officials</p> <p>KB9. Keep updated with the legal and regulatory framework to ensure that non-compliance does not happen due to lack of knowledge/ awareness of a change in norms</p> <p>KB10. How to evaluate any risks of non-compliance to the individual's own health and safety and/ or other's around them</p>
Skills (S)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/ individual on the job needs to know and understand how to: SA1. Prepare written notes/ justification on compliance if needed
B. Professional Skills	Reading Skills
	The user/individual on the job needs to know and understand how to: SA2. Read and comprehend applicable laws and codes of conduct
	Decision Making
	The user/individual on the job needs to know and understand how to: SB1. Make relevant decisions related to the area of work
	Problem Solving
	The user/individual on the job needs to know and understand: SB2. How to identify aspects of one's work that may not comply – and how to evaluate/ change the course of action accordingly
	Critical Thinking
	The user/individual on the job needs to know and understand: SB3. How to critically evaluate one's own or someone else's work for non-compliance
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB4. Undertake thorough research and double-check your sources and source information for relevance and reliability, especially where the information has significant consequences for any ongoing legal investigation or active case
Plan and Organize	
The user/individual on the job needs to know and understand how to: SB5. Recognize when you need expert advice on regulatory and ethical issues, and seek this advice from appropriately qualified and experienced people SB6. Maintain up-to-date knowledge of the law and legal developments relevant to your work as a journalist	
Customer Centricity	
The user/individual on the job needs to know and understand how to: NA	

MES/ N 1912

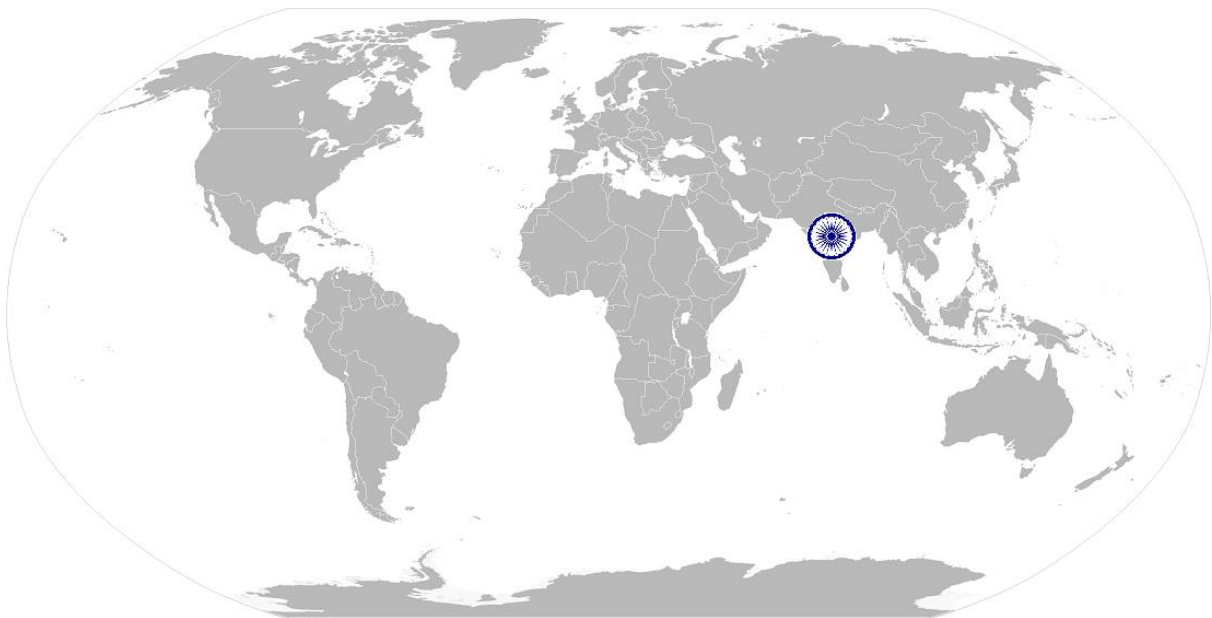
Comply with Applicable Law and Regulation

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National Occupational Standard



Overview

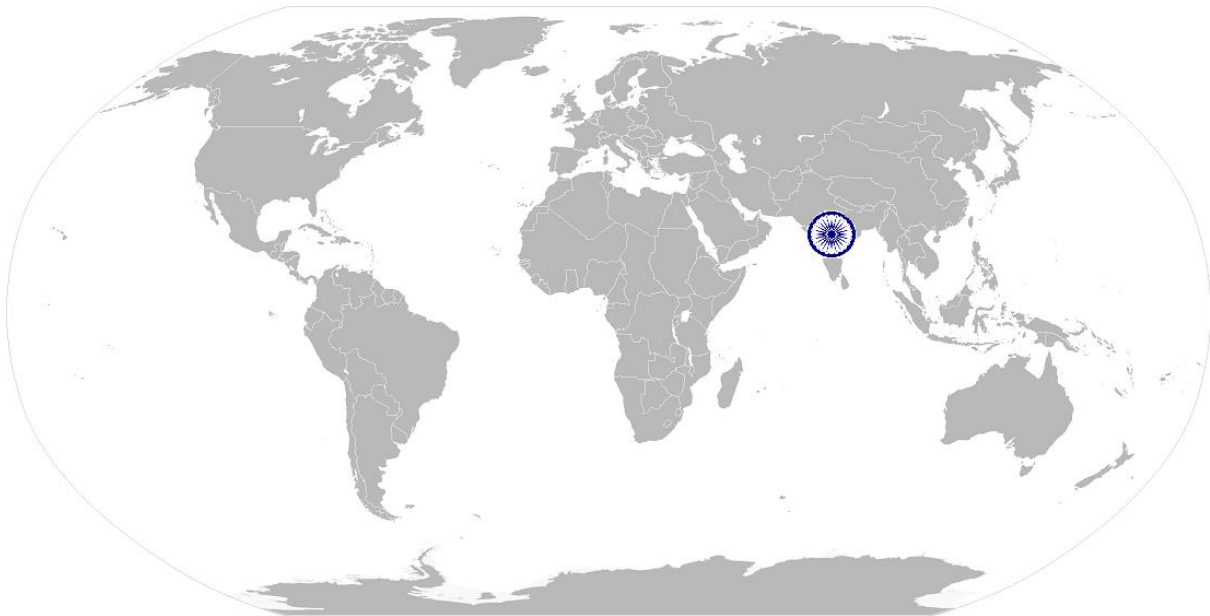
This unit is about contributing towards maintaining a healthy, safe and secure working environment

Unit Code	MES/ N 1913
Unit Title (Task)	Maintain workplace health and safety
Description	This OS unit is about contributing towards maintaining a healthy, safe and secure working environment
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> Understanding the health, safety and security risks prevalent in the workplace Knowing the people responsible for health and safety and the resources available Identifying and reporting risks Complying with procedures in the event of an emergency
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Understanding the health, safety and security risks prevalent in the workplace	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Understand and comply with the organisation's current health, safety and security policies and procedures</p> <p>PC2. Understand the safe working practices pertaining to own occupation</p> <p>PC3. Understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises</p> <p>PC4. Participate in organization health and safety knowledge sessions and drills</p>
Knowing the people responsible for health and safety and the resources available	<p>PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency</p> <p>PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms</p>
Identifying and reporting risks	<p>PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety</p> <p>PC8. Ensure own personal health and safety, and that of others in the workplace through precautionary measures</p> <p>PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person</p> <p>PC10. Report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn other people who may be affected</p>
Complying with procedures in the event of an emergency	<p>PC11. Follow organisation's emergency procedures for accidents, fires or any other natural calamity in case of a hazard</p> <p>PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. Organisation's norms and policies relating to health and safety</p> <p>KA2. Government norms and policies regarding health and safety and related emergency procedures</p> <p>KA3. Limits of authority while dealing with risks/ hazards</p> <p>KA4. The importance of maintaining high standards of health and safety at a workplace</p>

<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. The different types of health and safety hazards in a workplace</p> <p>KB2. Safe working practices for own job role</p> <p>KB3. Evacuation procedures and other arrangements for handling risks</p> <p>KB4. Names and contact numbers of people responsible for health and safety in a workplace</p> <p>KB5. How to summon medical assistance and the emergency services, where necessary</p> <p>KB6. Vendors' or manufacturers' instructions for maintaining health and safety while using equipments, systems and/or machines</p>
<p>Skills (S) (Optional)</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. How to write and provide feedback regarding health and safety to the concerned people</p> <p>SA2. How to write and highlight potential risks or report a hazard to the concerned people</p> <p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Read instructions, policies, procedures and norms relating to health and safety</p> <p>Oral Communication (Listening and Speaking skills)</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Highlight potential risks and report hazards to the designated people</p> <p>SA5. Listen and communicate information with all anyone concerned or affected</p>
<p>B. Professional Skills</p>	<p>Decision making</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Make decisions on a suitable course of action or plan</p> <p>Plan and Organize</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. Plan and organize people and resources to deal with risks/ hazards that lie within the scope of one's individual authority</p> <p>Problem Solving</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. Apply problem solving approaches in different situations</p> <p>Critical Thinking</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. Understand hazards that fall within the scope of individual authority and report all hazards that may supersede one's authority</p> <p>SB5. Apply balanced judgements in different situations</p> <p>Customer Centricity</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. build and maintain positive and effective relationships with colleges and customers</p> <p>Analytical Thinking</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. analyze data and activities</p>

NOS Version Control

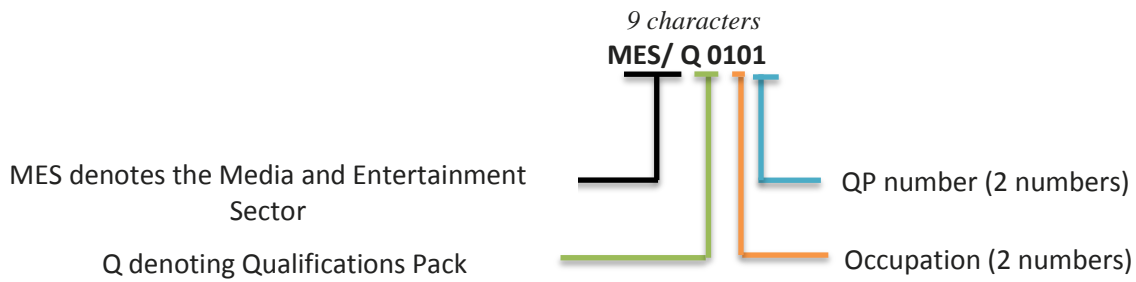
NOS Code	MES / N 1913		
Credits (NSQF)	TBD	Version number	01
Industry	Media & Entertainment	Drafted on	16/03/15
Industry Sub-sector	Television, Print, Radio, Digital	Last reviewed on	16/03/15
Occupation	Journalism	Next review date	16/03/17



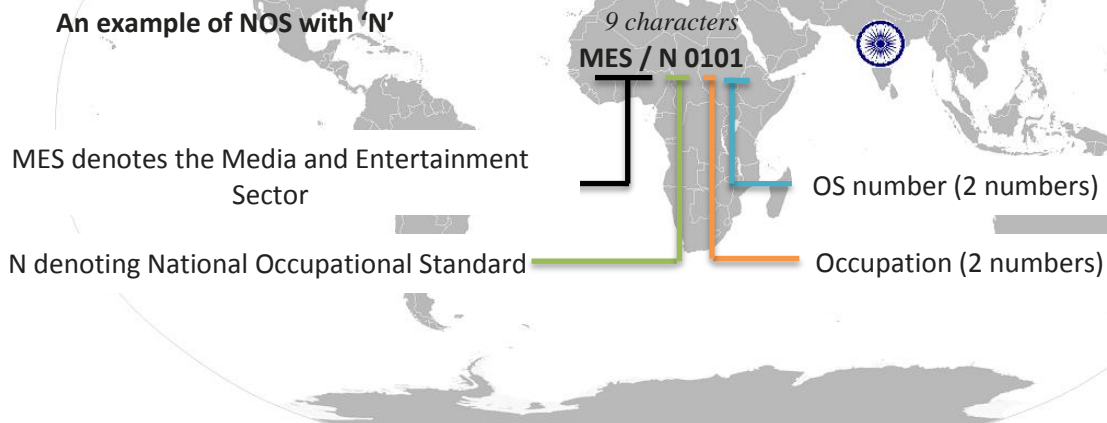
Annexure

Nomenclature for QP and NOS

Qualifications Pack



Occupational Standard



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The following acronyms/codes have been used in the nomenclature above:

Sub-sector	Range of Occupation numbers
...	...

Sequence	Description	Example
Three letters	Media and Entertainment	MES
Slash	/	/
Next letter	Whether QP or NOS	Q
Next two numbers	Post Production	35
Next two numbers	QP number	02

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role: Editor-in-Chief

Qualification Pack: MES Q 1901

Sector Skill Council: Media and Entertainment Skills Council

	NOS	NOS NAME	Weightage
1	MES/ N 1901	Generate Ideas for Journalism Projects	15%
2	MES/ N 1902	Undertake Research for Journalism Projects	10%
3	MES/ N 1904	Conduct an Interview	15%
4	MES/ N 1906	Write and Edit Copy	10%
5	MES/ N 1909	Public Speaking and News Presentation	10%
6	MES/ N 1910	Report in a Difficult or Hostile Environment	10%
7	MES/ N 1911	Develop the Editorial Vision	10%
8	MES/ N 1912	Comply with Applicable Law and Regulation	10%
9	MES/ N 0104	Maintain workplace health and safety	10%
			100%

Guidelines for Assessment:

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory & Practical part will be based on knowledge bank of questions created by the AA and approved by SSC.
3. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below)
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criteria.
5. To pass the Qualification Pack , every trainee should score a minimum of 70% cumulatively (Theory and Practical).

Editor-In-Chief					
Assessment Outcomes	Assessment Criteria for Outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
MES/ N 1901 (Generate Ideas for Journalism Projects)	PC1. Research and collect information from various primary and secondary sources, including daily events and occurrences, other news publications, personal contacts (colleagues, experts, contacts/ network), archives, press releases and newswires	100	10	5	50
	PC2. Generate a story/ idea/ concept across mediums and formats, including: • A specific story – e.g. fact-based reporting, analytical, feature-writing • A specific section – e.g. the “edit” or “op ed” page of a newspaper or a certain news-based show on TV or radio • An entire publication – e.g. the full issue of a magazine		20	10	
	PC3. Evaluate an idea for its suitability to the particular medium and corresponding implications on budget, time schedule and resource requirements		20	10	
	PC4. Identify any constraints to successfully realize the idea – including any ethical, legal, regulatory, organizational or other limitations		20	10	
	PC5. Articulate ideas clearly and pitch/ present and defend ideas to an audience (e.g. during an editorial team meeting)		20	10	
	PC6. Respond positively to feedback and any changes in creative requirements		10	5	
			Total	100	
Assessment Outcomes	Assessment Criteria for Outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
MES/ N 1902 (Undertake Research for Journalism Projects)	PC1. Evaluate story ideas for their suitability to the particular medium	100	30	15	50
	PC2. Analyze the corresponding implications on budget, time schedule and resource requirements		20	10	
	PC3. Conduct background research and collect information to support/ develop story ideas using various primary and secondary sources, including daily events and occurrences, other news publications, personal contacts (colleagues, experts, contacts/ network), archives, press releases and newswires		30	15	
	PC4. Compile information, document facts and present research in a coherent and comprehensive manner		20	10	
	Total	100	100	50	50

Assessment Outcomes	Assessment Criteria for Outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
MES/ N 1904 (Conduct an Interview)	PC1. Undertake, or supervise, set-up activities to ensure the smooth running of the interview, across different mediums and formats including: • Live, • Pre-recorded • Face-to-face, • Over telephone/ video phone • At an outdoor location (e.g. home, office, hotel or public space) , • In a studio	100	20	10	50
	PC2. Understand and identify the objectives of the interview, and its relevance to the wider audience and organization, as appropriate to the role		20	10	
	PC3. Prepare pertinent questions, and be aware of the type of interview being conducted and corresponding editorial goals across: • profiles/ biopics – focused on the individual being interviewed • news interviews – where the interview is used to highlight certain aspects of a larger news story		20	10	
	PC4. Conduct the interview in a manner appropriate to one’s own role and corresponding standing and authority– i.e. pose questions, receive answers/ information, participate in the conversation and develop open topics		20	10	
	PC5. Understand verbal and non-verbal cues of the interviewee, successfully manage the flow of the conversation and challenge/steer the conversation as appropriate to the role		20	10	
	Total		100	50	
Assessment Outcomes	Assessment Criteria for Outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
MES/ N 1906 (Write and Edit Copy)	PC1. Present the facts and information in a manner that is coherent, comprehensible and appropriate for the target audience	100	20	10	50
	PC2. Edit a story or script based on the brief and prescribed word/ time limits		20	10	
	PC3. Write and edit items such as: headlines, captions, intros, outros, cues and other types of links		20	10	
	PC4. Craft an engaging narrative, conceptualise and clarify ideas and develop stories that meet the broader creative/editorial objectives of the organization, if appropriate to the role		20	10	
	PC5. Display strong command of the language including correct grammar, spelling, sentence construction, diction and pronunciation skills		10	5	
	PC6. Ensure that finished scripts meet legal and regulatory norms, and do not pose any risks to the individual and/ or organization		10	5	
Total	100	50	50		

Assessment Outcomes	Assessment Criteria for Outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
MES/ N 1909 (Public Speaking and News Presentation)	PC1. Present the facts and information in a manner that is coherent, comprehensible and appropriate for the target audience	100	20	10	50
	PC2. Craft an engaging narrative, conceptualise and clarify ideas and elaborate upon stories/points that meet the broader creative/editorial objectives of the organization, if appropriate to the role		20	10	
	PC3. Communicate effectively when dealing with impromptu or wide-ranging questions or discussions, and be prepared with a deep knowledge of relevant topics, if appropriate to the role		20	10	
	PC4. Display strong command of the language including correct grammar, spelling, sentence construction, diction and pronunciation skills		20	10	
	PC5. Present oneself to the audience in an acceptable manner including personal grooming, clothing, hair and make-up		20	10	
	Total	100	50	50	
Assessment Outcomes	Assessment Criteria for Outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
MES/ N 1910 (Report in a Difficult or Hostile Environment)	PC1. Understand the risks of reporting in these conditions and ensure that the highest quality of planning is undertaken	100	20	10	50
	PC2. Think on one's feet, react quickly and manage unpredictable situations – e.g. change in external environment, equipment failure or other types of resource limitations		20	10	
	PC3. Determine when risks outweigh the benefits of reporting		20	10	
	PC4. How to cease reporting/ return safely back to a base location		20	10	
	PC5. Respond promptly to instructions from guides, security etc		20	10	
	Total	100	50	50	

Assessment Outcomes	Assessment Criteria for Outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
MES/ N 1911 (Develop the Editorial Vision)	PC1. Understand the organization’s established traditions, supplementary properties, prior editorial strategies and the creative vision and objectives of key stakeholders, which may include board members and major investors	100	15	6	50
	PC2. Research and liaise with business executives and senior editors to understand audience demands and industry trends, so as to create an editorial brand/ positioning that is viable in the marketplace and attractive to the public		10	5	
	PC3. Create a detailed vision of the organization’s editorial course and positioning over short, medium and long terms, in conjunction with key stakeholders • This may involve outlining the style of content (investigative pieces, op-eds), format of news gathering (original vs aggregated), periodicity (daily/weekly/monthly), scope and budget of the strategy, target audiences etc.		5	3	
	PC4. Critically evaluate the editorial vision with respect to ratings/circulation strength, audience satisfaction, editorial awards and make changes to the vision, as required, in conjunction with key stakeholders		5	3	
	PC5. Communicate effectively the conceptualized editorial vision to senior/managing editors and other relevant personnel by arranging regular team meetings, and assign responsibilities as appropriate		10	5	
	PC6. Oversee, provide feedback and approve all content, which may include layouts, designs, tone, writing style, narrative thrust etc, to ensure that it successfully matches the desired vision, mission and scope		10	5	
	PC7. Prioritize content and stories that best reflect the vision of the organization (eg: which story form headlines and key news stories of the day, which stories are highlighted etc.)		10	5	
	PC8. Supervise/provide inputs into the budgeting process and allocate resources, to ensure the creation of content that is aligned to the editorial strategy		10	5	
	PC9. Supervise/provide inputs into the editorial hiring process in order to ensure the recruitment of editors, correspondents and journalists that fit the editorial goals of the organization		5	3	
	PC10. Supervise/provide inputs into marketing campaigns and advertising, and ensure that the desired editorial qualities are projected to the appropriate audiences		10	5	
	PC11. Set out the ethical framework, plagiarism policies, regulations and health and safety guidelines for the organization		10	5	
	Total	100	50	50	

Assessment Outcomes	Assessment Criteria for Outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
MES/ N 1912 (Comply with Applicable Law and Regulation)	PC1. Understand the applicable legal and regulatory framework that apply to one's work using the respective source documents and training material	100	20	10	50
	PC2. Identify instances where either one's own or someone else's work may not comply fully with the framework		20	10	
	PC3. Understand the risks of non-compliance for oneself and the organization		20	10	
	PC4. Ensure that the legal and regulatory requirements specific to the organization are being adhered to		20	10	
	PC5. Escalate instances of non-compliance to one's editorial supervisor and/ or compliance officer as applicable		20	10	
	Total	100	50	50	

Assessment outcomes	Assessment criteria for outcomes	Total mark	Out of	Theory	Skills Practical
MES/ N 0104 (Maintain workplace health and safety)	PC1. Understand and comply with the organisation's current health, safety and security policies and procedures.	100	10	5	50
	PC2. Understand the safe working practices pertaining to own occupation.		10	5	
	PC3. Understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises.		5	3	
	PC4. Participate in organization health and safety knowledge sessions and drills.		5	2	
	PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency.		10	5	
	PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms.		10	5	
	PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety.		10	5	
	PC8. Ensure own personal health and safety, and that of others in the workplace through precautionary measures.		10	5	
	PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person.		5	3	

	PC10. Report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn other people who may be affected.		10	5	
	PC11. Follow organisation's emergency procedures for accidents, fires or any other natural calamity in case of a hazard.		10	5	
	PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority.		5	2	
		Total	100	50	50