

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

Contact Us:

Media & Entertainment Skills Council

E-mail: mesc@ficci.com



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Introduction

Qualifications Pack-Assignment Editor

SECTOR: MEDIA AND ENTERTAINMENT 

SUB-SECTOR: Television, Print, Radio, Digital

OCCUPATION: Journalism

REFERENCE ID: MES/ Q 1906

ALIGNED TO: NCO-2004/ NIL

The Assignment Editor and other staff at the Assignment Desk are responsible for tracking news stories and developments, and allocation of resources to different stories.

Brief Job Description: The assignment desk is often called the “nerve centre” of a news organization. It is usually staffed 24x7, and maintain a constant track of news stories and developments. This function is critical at organizations with high news flow – e.g. daily newspapers, 24-hour news TV channels. At the start of each day – the assignment desk will send out a list of stories to be covered and the proposed resource allocation. As the day progresses, the assignment desk will update this list with new developments and/or revised allocations.

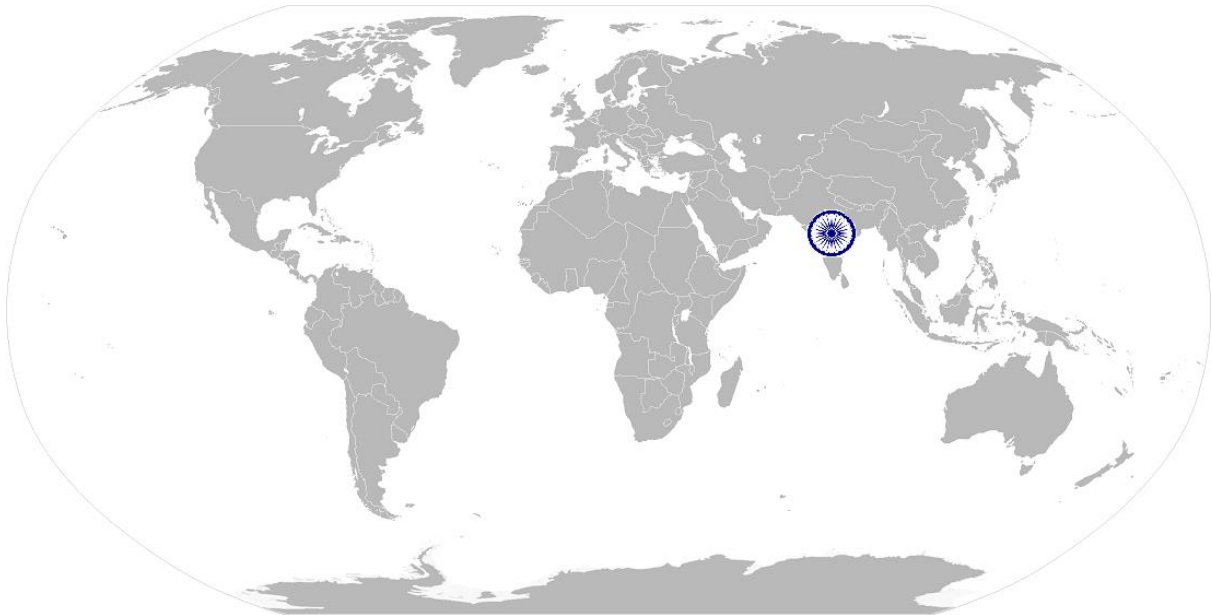
Personal Attributes: Individuals in this job need to have excellent research and documentation skills. They must have strong presence of mind to track developments and identify any that may be important for the organization. They also play an important role in resource planning and allocation, and must possess the skills to prioritize stories and allocate resources accordingly.

Job Details	Qualifications Pack Code	MES/ Q 1906		
	Job Role	Assignment Editor 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	Assignment Editor
Role Description	Part of the Assignment Desk – responsible for tracking news developments and allocating resources
NSQF Level	5
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	1-3 Years of work experience (Assignment desk staff) 3-5 Years of work experience (Assignment editor) 4-6 Years of work experience (Assignment desk team leader)
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 1903 (Work on the Assignment Desk) MES/ N 1907 (Understand Audio Visual Aids) MES/ N 1908 (Computer Skills for Journalism and Media) 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	

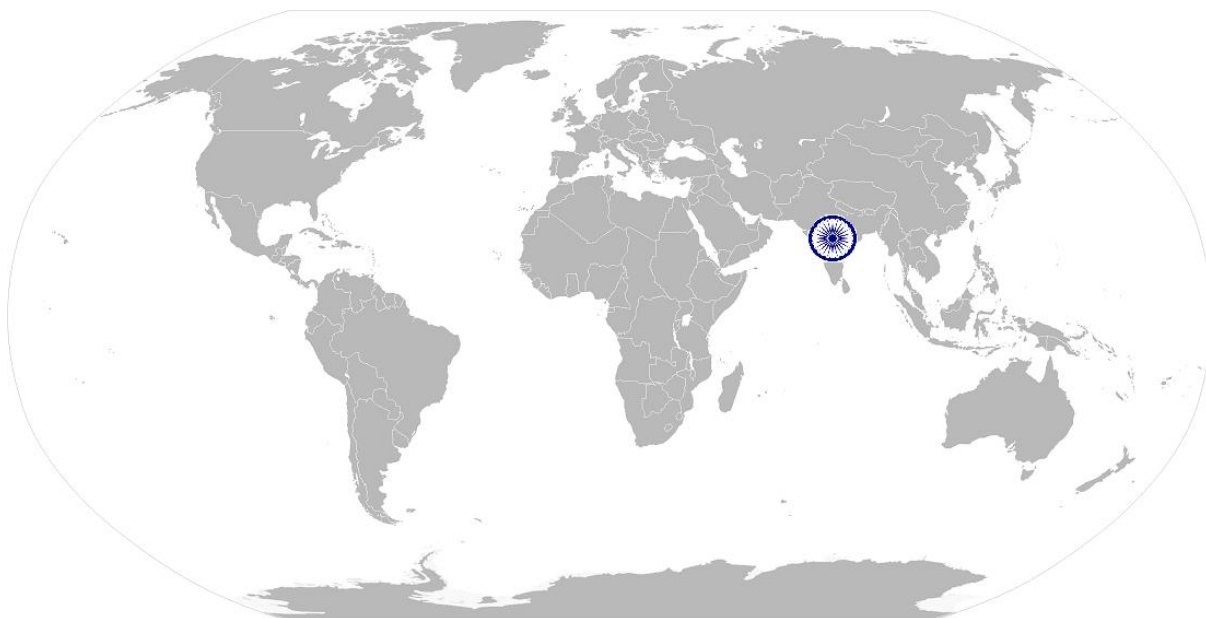


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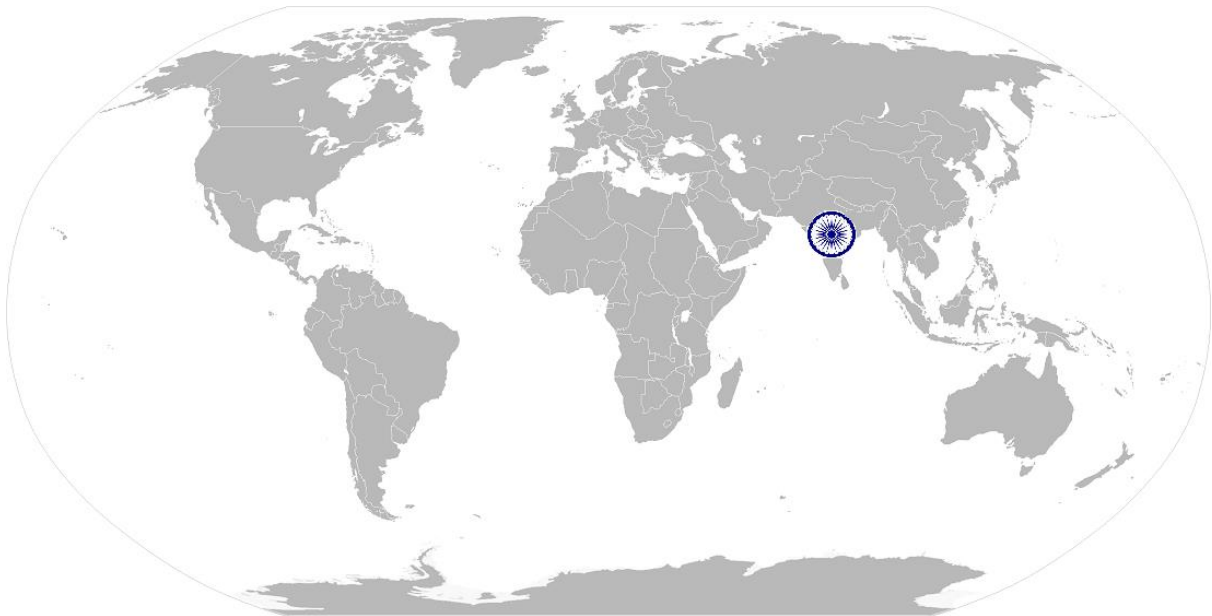
Generate Ideas for Journalism Projects

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
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National Occupational Standard



Overview

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

MES/ N 1902

Undertake Research for Journalism Projects

National Occupational Standard

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

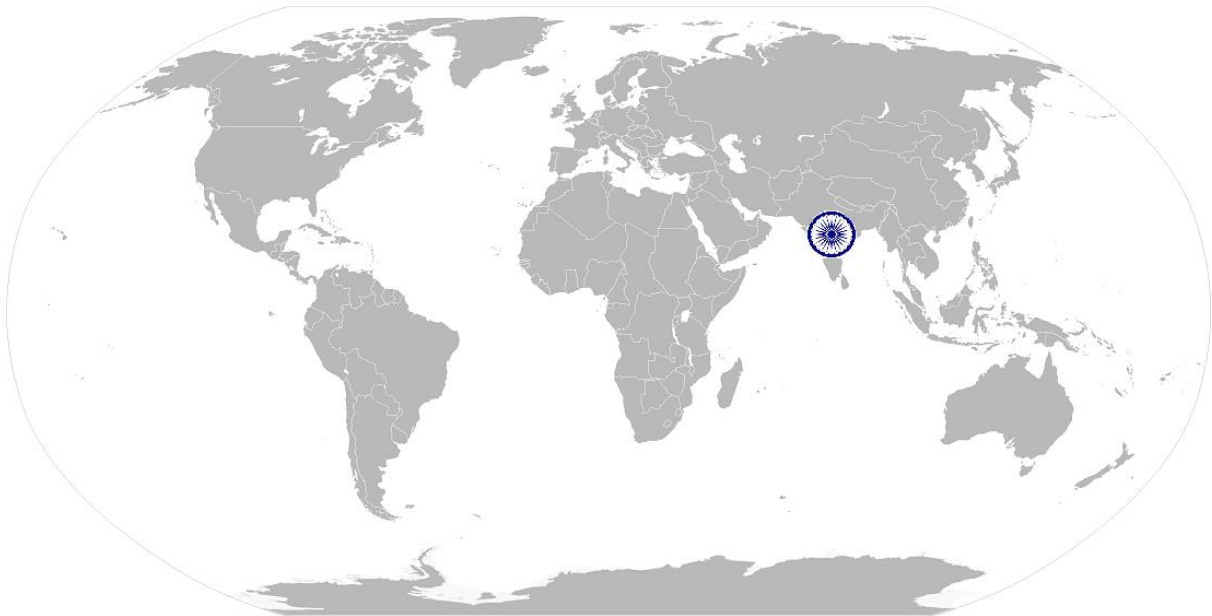
	<p>accuracy of any facts that are gathered</p> <p>KB5. Available resources and implications of a particular story/ idea/ concept on resources, time and budget</p> <p>KB6. How to prepare background research notes, analysis, timelines, summaries and other written material to document and present one's 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	

MES/ N 1902

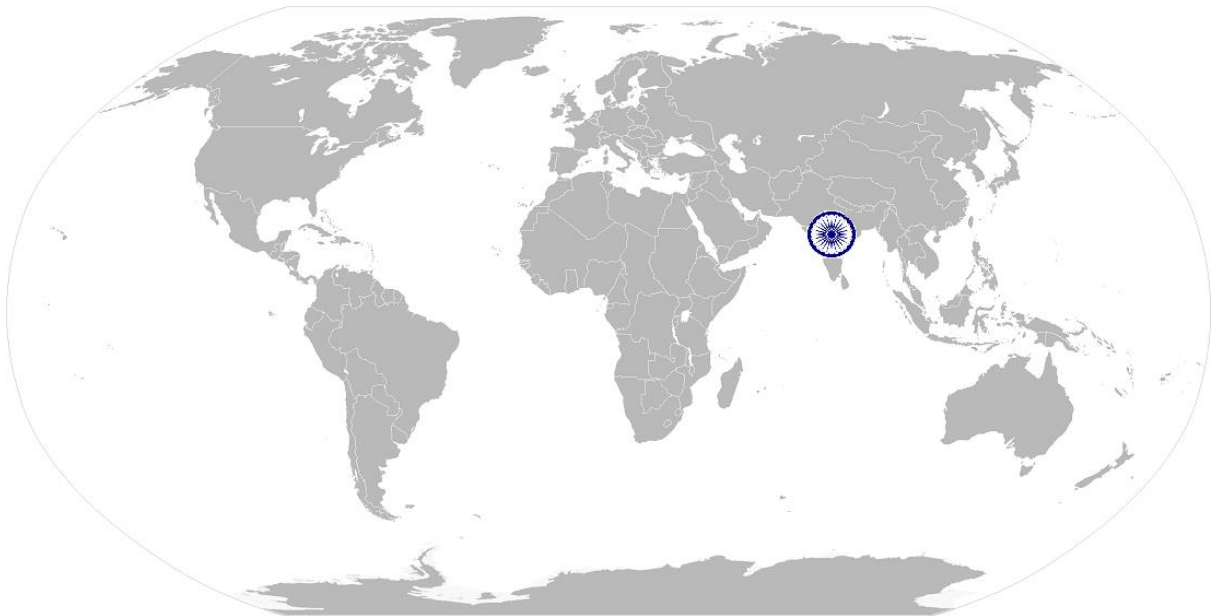
Undertake Research for Journalism Projects

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 tracking news stories/ upcoming events, preparing a daily coverage plan and assigning stories to reporters and correspondents

Unit Code	MES/ N 1903
Unit Title (Task)	Work on the Assignment Desk
Description	This OS unit is about tracking news stories/ upcoming events, preparing a daily coverage plan and assigning stories to reporters and correspondents
Scope	<ul style="list-style-type: none"> Working on the Assignment Desk
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Working on the assignment desk	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Track, or support in tracking, various news flows and events from a range of sources and maintain a comprehensive running list/ diary of events/ stories that can be covered</p> <p>PC2. Research and understand the suitability of different events/ stories to the organization's overarching editorial objectives, and prioritize, or assist in prioritizing, them for coverage, taking into account budget and timeline constraints</p> <p>PC3. Assess the resources available for coverage across the organization (e.g. reporters, camerapersons, equipment and connectivity)</p> <p>PC4. Allocate, or support in allocating, key editorial personnel, equipment and resources appropriately</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 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>KB2. How to build and maintain a network of contacts/ sources – this is especially important as staff on the assignment desk need to continuously check and verify facts with their sources</p> <p>KB3. How to verify information, undertake background checks and confirm the accuracy of any facts that are gathered. The assignment editor has an important role as a fact checker in the newsroom, especially in the case of breaking news, live telecasts and news bulletins</p> <p>KB4. How to prepare and maintain an ongoing diary of events/ story tracker</p> <p>KB5. How to compile different story ideas (anticipated events, ideas sent by reporters, developing stories etc.) and prepare a daily coverage plan (also called a “day plan”). This document is often used as a base document to conduct editorial meetings</p> <p>KB6. Resources available for news coverage at the organization – e.g. reporters,</p>

	<p>camera crew, equipment (e.g. cameras, microphones), news vans (OB vans), satellite phones, transport options and available budgets</p> <p>KB7. How to prioritize stories and allocate resources to them – based on a range of criteria such as importance, urgency, relevance to target audience, staff strengths and resource/ budget constraints</p> <p>KB8. In the case of broadcast and digital media – how to identify stories that require live coverage and allocate resources and equipment accordingly</p> <p>KB9. In cases of conflict/ breaking news – how to prioritize and divert resources to more important stories</p> <p>KB10. 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
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. Prepare story trackers and coverage plans</p> <p>SA2. Prepare resource allocation lists</p>
	Reading Skills
	<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>
B. Professional Skills	Oral Communication (Listening and Speaking skills)
	<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 communicate with other people in the newsroom on story prioritization and resource allocation</p>
	Decision Making
	<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 information source(s), confirming accuracy of information and evaluating risks</p> <p>SB2. How to prioritize stories and allocate resources based on a range of factors</p>
	Plan and Organize
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. Allocate limited resources to a range of different stories</p> <p>SB4. Manage within the agreed budget and minimize overruns</p>
Customer Centricity	
<p>The user/individual on the job needs to know and understand:</p> <p>SB5. The consumption patterns and preferences of the target audience (reader/ viewer/ listener)</p>	
Problem Solving	
<p>The user/individual on the job needs to know and understand:</p> <p>SB6. How to prioritize stories and allocate limited resources based on a set of decision-making criteria</p> <p>SB7. How to manage conflict/ breaking news situations, including diverting resources to more important stories</p>	

	Critical Thinking
	The user/individual on the job needs to know and understand: SB8. 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 SB9. Critically evaluate editorial content across a host of parameters, to ensure it is aligned with the editorial mission
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB10. Envision the impact of the conceptualized vision across editorial, business and regulatory aspects of the organization

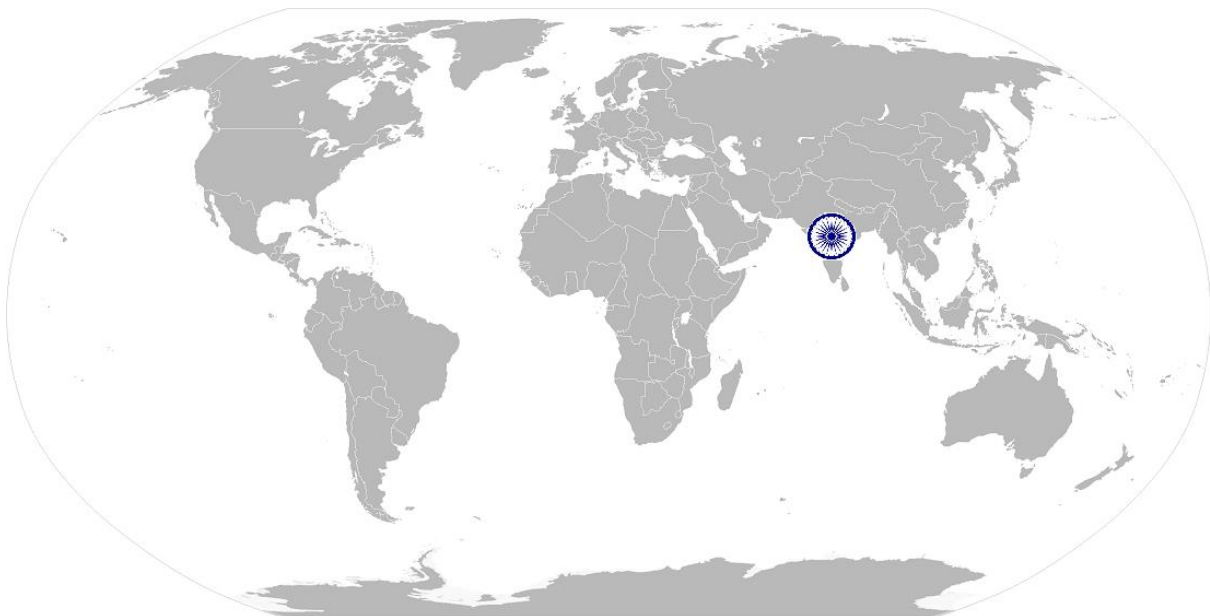


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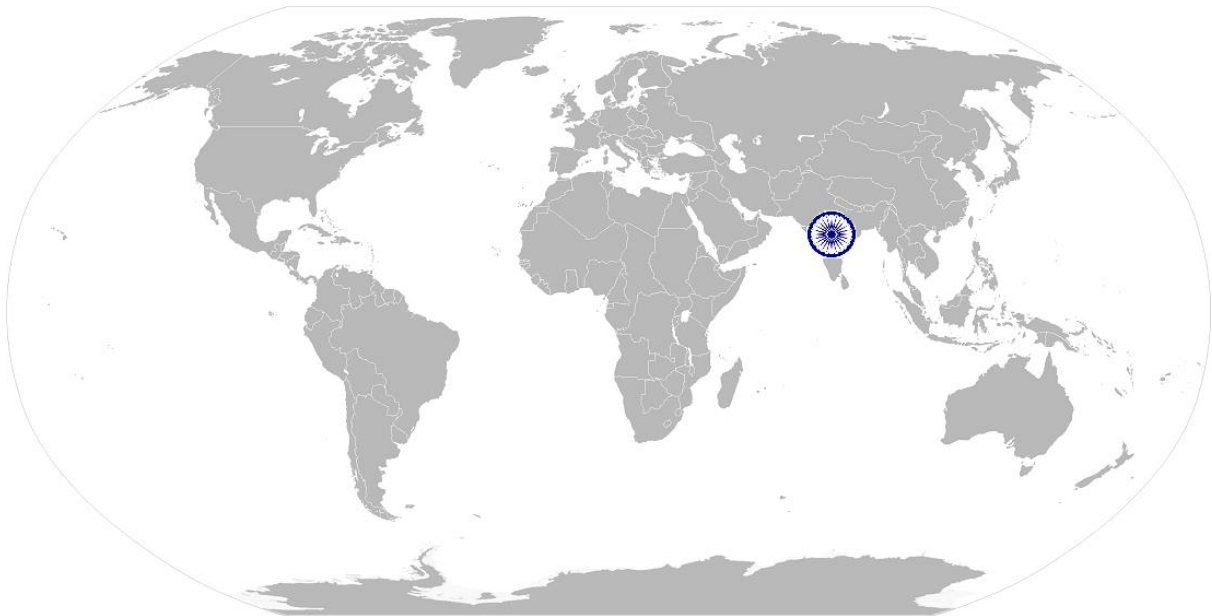
Work on the Assignment Desk

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NOS Code	MES / N 1903		
Credits (NSQF)	TBD	Version number	01
Industry	Media & Entertainment	Drafted on	16/03/15
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National Occupational Standard



Overview

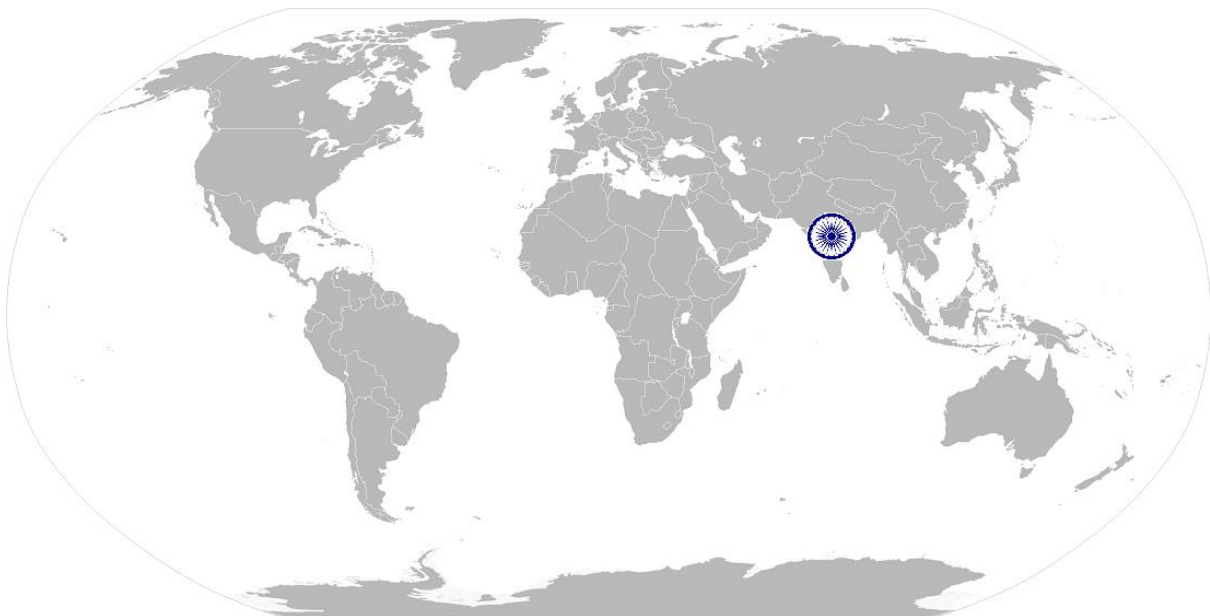
This unit is about identifying and using suitable types of audio visual aids

Unit Code	MES/ N 1907
Unit Title (Task)	Understand Audio Visual Aids
Description	This OS unit is about identifying and using suitable types of audio visual aids
Scope	<ul style="list-style-type: none"> Understanding and planning for audio visual aids Presenting information using audio visual aids
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Understanding and planning for audio visual aids	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Understand the benefits and drawbacks of different audio visual aids available including photographs, illustrations, graphics (text, charts, graphs), audio and video clips, animation and visual effects/VFX</p> <p>PC2. Identify which audio visual aid(s) would be most appropriate for the story being told, and to the medium/format being used</p> <p>PC3. Collect and verify, if necessary, the information that is planned on being used</p>
Presenting information using audio visual aids	<p>PC4. Present relevant information using audio visual aids, communicating key points and messages effectively</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 and the specific areas where audio visual aids can be used</p> <p>KB2. Various types of graphs, charts and analytical tools – that can be used to represent information and support the story</p> <p>KB3. How audio visual aids can complement a story, emphasize certain aspects and how they can be used to deliver information in a simple, interesting or graphical manner</p> <p>KB4. The relevant facts and information that have been gathered, as well as any background research that may have been undertaken</p> <p>KB5. How to plan for audio visual aids that need to be requisitioned in advance – e.g. photographs, illustrations, graphics, sound bites etc.</p> <p>KB6. How to assess the suitability of incoming audio visual aids that may not have been requisitioned specifically but are still relevant – e.g. raw footage, archive material (e.g. images, old video clips etc.)</p> <p>KB7. How to verify information and confirm the accuracy of any facts that are being used in an audio visual aid</p>

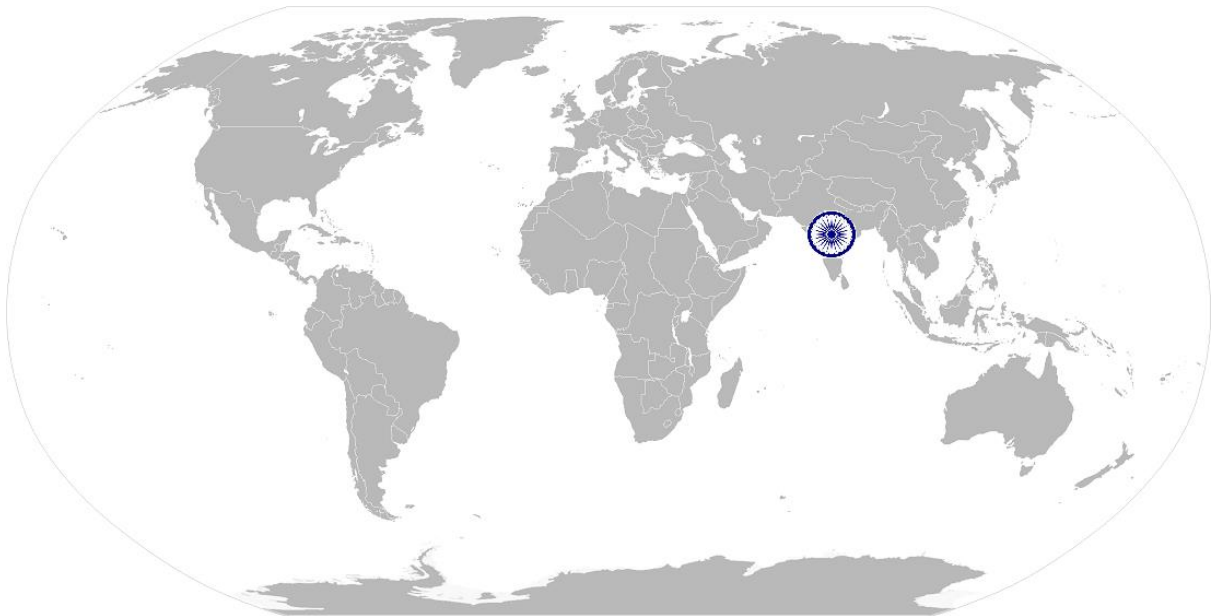
	<p>KB8. How to write captions that correctly represent visual aids</p> <p>KB9. The applicable legal and regulatory framework, especially intellectual property norms – e.g. use of images from paid databases, photographer and artist credits, use of freely available content, Creative Commons licenses etc.</p> <p>KB10. How to evaluate any risks 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. Requisition for and describe audio visual aids based on the story brief
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA2. Undertake background research, gather references and collect information
	Oral Communication (Listening and Speaking skills)
The user/individual on the job needs to know and understand how to: SA3. Verify information by conversing with people SA4. Effectively present and defend different types of audio visual aids 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 audio visual aid(s), confirming accuracy of information and evaluating risks SB2. Prioritize information and focus on what’s important for the audio visual aid given space/ time limits
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB3. Estimate the effort associated with commissioning different types of audio visual aids SB4. Plan own work and work for additional staff (e.g. photographer, illustrator, graphic designer) according to deadlines SB5. Manage within the agreed budget and minimize overruns
	Customer Centricity
	The user/individual on the job needs to know and understand: SB6. 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: SB7. How to analyze a range of information and bring it together in the form of an effective audio visual aid
	Critical Thinking
	The user/individual on the job needs to know and understand: SB8. How to critically evaluate one’s own or others’ work and assess its suitability for the intended target audience

NOS Version Control

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Occupation	Journalism	Next review date	16/03/17



National Occupational Standard



Overview

This unit is about operating and developing functional knowledge of various computer applications and software used in the journalism industry

Unit Code	MES/ N 1908
Unit Title (Task)	Computer Skills for Journalism and Media
Description	This OS unit is about operating and developing functional knowledge of various computer applications and software used in the journalism industry
Scope	<ul style="list-style-type: none"> Employing computer skills for journalism and media Developing computer skills for journalism and media <p>NOTE:</p> <ul style="list-style-type: none"> Each of these software/ computing skills can be taught separately at various degrees of advancement. At this stage the attempt is to set an overarching standard and provide a comprehensive list of tools in use, and thus a more generic approach has been adopted
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Employing computer skills for journalism and media	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Understand the various applications, tools and software used to undertake tasks within a news organization, which may include:</p> <ul style="list-style-type: none"> news room control systems pagination and layout graphic design audio and video editing word processing <p>PC2. Identify which software, application and/ or tool is most relevant to the task at hand</p> <p>PC3. Correctly operate the software, possess knowledge of the various functionalities and have the necessary skills to deliver end products</p> <p>PC4. Ensure that the software being used is accordance with the requirements and policies at the organisation</p>
Developing computer skills for journalism and media	<p>PC5. Develop software skills, fill gaps in knowledge and keep up to date with new tools and software in the journalism and media industry</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. The computing tools that are used by the organization/ individual that is commissioning the content</p> <p>KA3. Any pre-requisites/ constraints under which the computing tools must be used – e.g. channel branding, publication dimensions and specifications etc.</p>
B. Technical Knowledge	<p>The user/individual on the job may need to know and understand one or more of the following computing applications, software and/ or tools:</p> <p>KB1. News room control systems (NRCS) – e.g. iNews (Avid), Octopus, EMPS and Inception (Ross)</p> <p>KB2. Pagination and layout software – e.g. Quark Xpress, Adobe InDesign, Adobe Pagemaker, Adobe Acrobat, Pagemaker (Aldus) and Page Plus</p> <p>KB3. Audio and Video Editing software – Avid, Final Cut Pro (Apple), Adobe Premier</p>

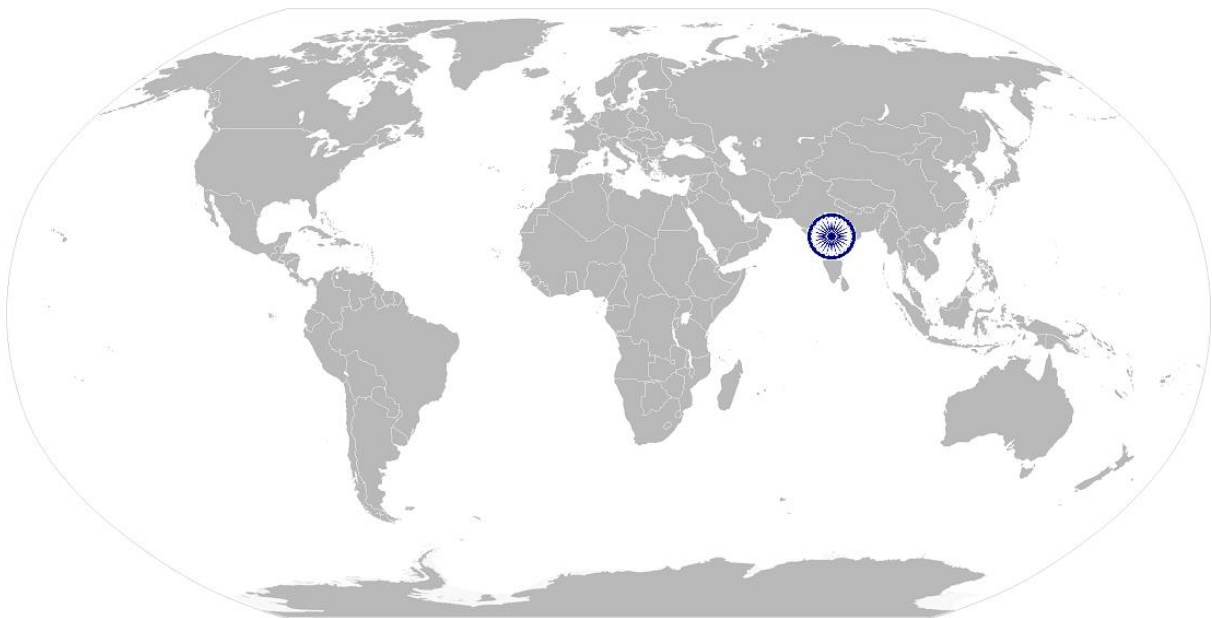
	<p>and Windows Movie Maker</p> <p>KB4. Graphic Design, Illustration and Image Editing – Adobe Photoshop, Adobe Illustrator, Corel Draw etc. (Note: this is a specialized skill and may require knowledge of separate standards under the occupation cluster of Art & Design for Print & Advertising)</p> <p>KB5. Microsoft Office tools – MS Word, MS PowerPoint and MS Excel</p> <p>KB6. How to evaluate any risks 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. Write/ input commands into the computing tool
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA2. Read/ comprehend prompts from the computing tool
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 computing tool, functionalities and evaluating risks
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB2. Estimate the effort associated with delivering different types of end products using the computing tool SB3. Plan own work and work for additional staff according to deadlines SB4. Manage within the agreed budget and minimize overruns
	Problem Solving
	The user/individual on the job needs to know and understand: SB5. The typical concern areas, error messages and troubleshooting tips for the computing tool
	Critical Thinking
	The user/individual on the job needs to know and understand: SB6. Appraise the quality of the desired tools and softwares to ensure they are in line with the expected quality standards
	Customer Centricity
	The user/individual on the job needs to know and understand: SB7. check that the tools used meets project requirements.
Analytical Thinking	
The user/individual on the job needs to know and understand: SB8. Monitor the nature and quality of materials, tools and equipment.	

NOS Version Control

NOS Code	MES / N 1908		
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 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</p>

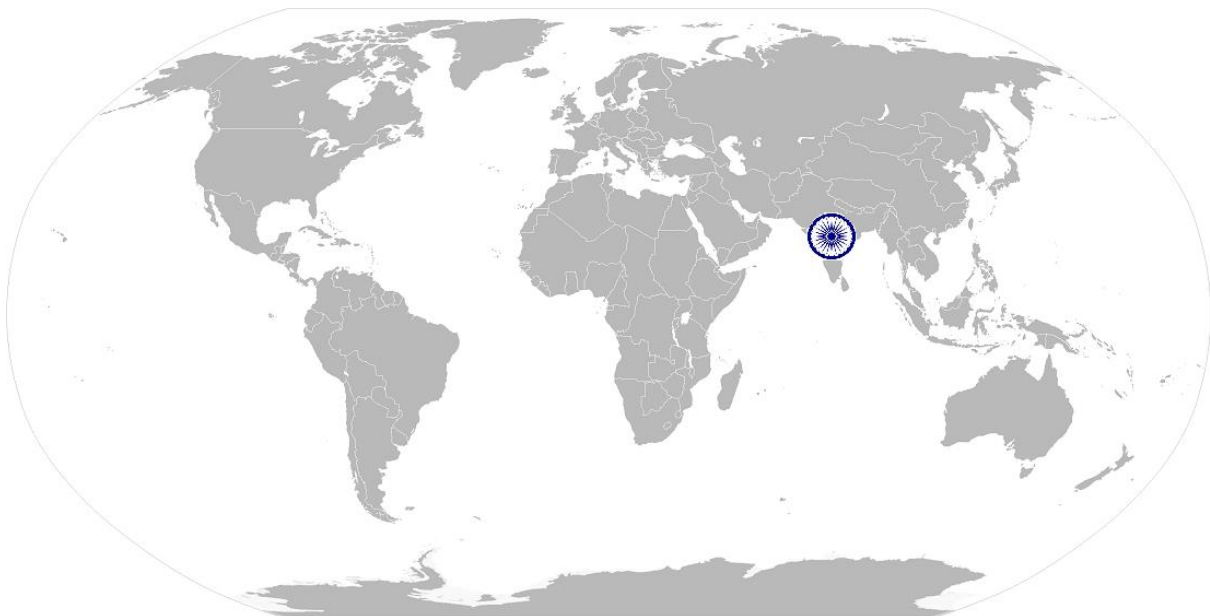
	<p>patients and other sections of society in a manner that is progressive, inclusive and maintains their dignity</p> <p>KB7. How to respect intellectual property, and the implications of using copyrighted material, infringement and plagiarism</p> <p>KB8. Understand the penalties (e.g. fines and imprisonment) 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
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. Prepare written notes/ justification on compliance if needed</p>
	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA2. Read and comprehend applicable laws and codes of conduct</p>
B. Professional Skills	Decision Making
	<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</p>
	Problem Solving
	<p>The user/individual on the job needs to know and understand:</p> <p>SB2. How to identify aspects of one's work that may not comply – and how to evaluate/ change the course of action accordingly</p>
	Critical Thinking
	<p>The user/individual on the job needs to know and understand:</p> <p>SB3. How to critically evaluate one's own or someone else's work for non-compliance</p>
	Analytical Thinking
	<p>The user/individual on the job needs to know and understand how to:</p> <p>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</p>
	Plan and Organize
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. Recognize when you need expert advice on regulatory and ethical issues, and seek this advice from appropriately qualified and experienced people</p> <p>SB6. Maintain up-to-date knowledge of the law and legal developments relevant to your work as a journalist</p>
	Customer Centricity
	<p>The user/individual on the job needs to know and understand how to:</p> <p>NA</p>

MES/ N 1912

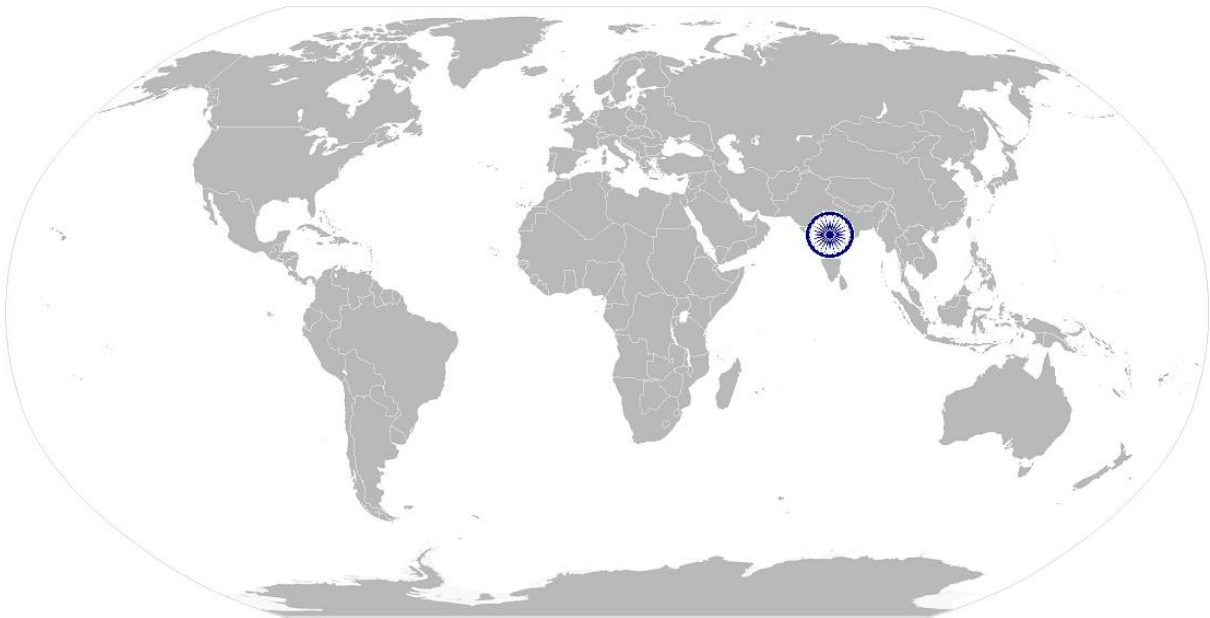
Comply with Applicable Law and Regulation

NOS Version Control

NOS Code	MES / N 1912		
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 contributing towards maintaining a healthy, safe and secure working environment

Unit Code	MES/ N 0104
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

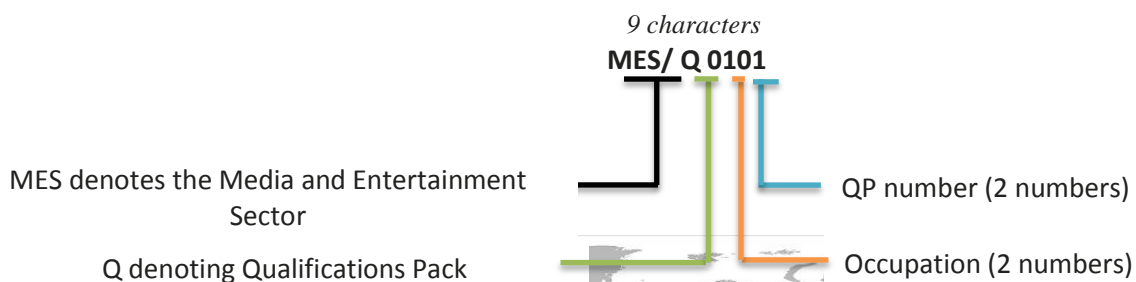
NOS Code	MES / N 0104		
Credits (NSQF)	TBD	Version number	01
Industry	Media & Entertainment	Drafted on	16/03/15
Industry Sub-sector	Television, Print, Radio, Digital	Last reviewed on	16/03/15
Occupation	Journalism	Next review date	16/03/17



Annexure

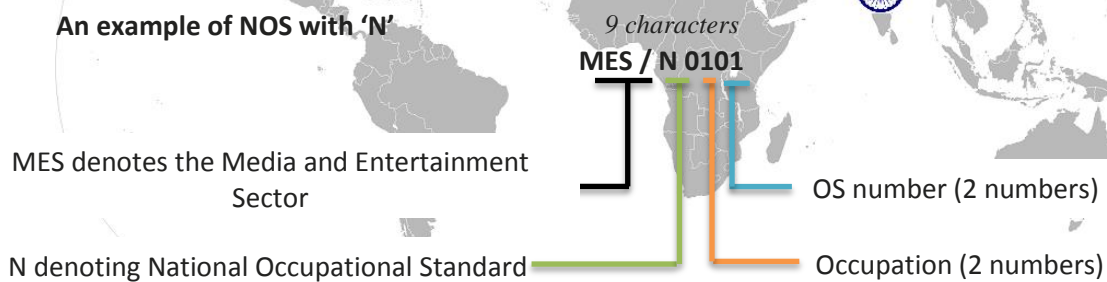
Nomenclature for QP and NOS

Qualifications Pack



Occupational Standard

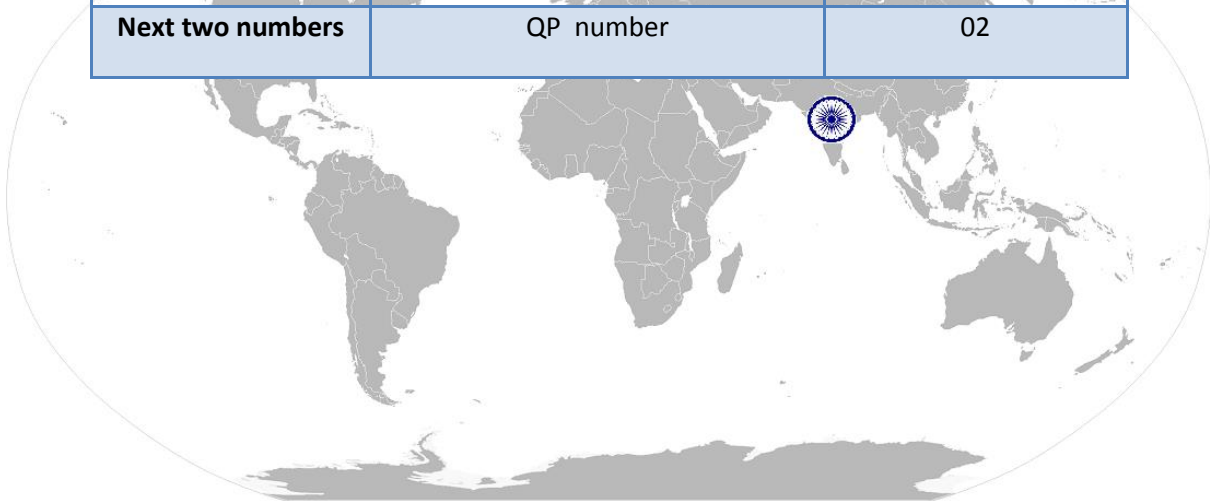
An example of NOS with 'N'



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: Assignment Editor

Qualification Pack: MES Q 1906

Sector Skill Council: Media and Entertainment Skills Council

	NOS	NOS NAME	Weightage
1	MES/ N 1901	Generate Ideas for Journalism Projects	20%
2	MES/ N 1902	Undertake Research for Journalism Projects	20%
3	MES/ N 1903	Work on the Assignment Desk	20%
4	MES/ N 1907	Understand Audio Visual Aids	15%
5	MES/ N 1908	Computer Skills For Journalism and Media	10%
6	MES/ N 1912	Comply with Applicable Law and Regulation	10%
7	MES/ N 0104	Maintain workplace health and safety	5%
			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).

Assignment Editor					
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: <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 		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	50	50	

Assessment Outcomes	Assessment Criteria for Outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
MES/ N 1903 (Work on the Assignment Desk)	PC1. Track, or support in tracking, various news flows and events from a range of sources and maintain a comprehensive running list/ diary of events/ stories that can be covered	100	30	15	50
	PC2. Research and understand the suitability of different events/ stories to the organization's overarching editorial objectives, and prioritize, or assist in prioritizing, them for coverage, taking into account budget and timeline constraints		20	10	
	PC3. Assess the resources available for coverage across the organization (e.g. reporters, camera persons, equipment and connectivity)		30	15	
	PC4. Allocate, or support in allocating, key editorial personnel, equipment and resources appropriately		20	10	
		Total	100	50	50
Assessment Outcomes	Assessment Criteria for Outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
MES/ N 1907 (Understand Audio Visual Aids)	PC1. Understand the benefits and drawbacks of different audio visual aids available including photographs, illustrations, graphics (text, charts, graphs), audio and video clips, animation and visual effects/VFX	100	30	15	50
	PC2. Identify which audio visual aid(s) would be most suited – based on the story and/ or the medium		20	10	
	PC3. Collect and verify, if necessary, the information that is planned on being used		30	15	
	PC4. Present relevant information using audio visual aids, communicating key points and messages effectively		20	10	
		Total	100	50	50
Assessment Outcomes	Assessment Criteria for Outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
MES/ N 1908 (Computer Skills for Journalism and Media)	PC1. Understand the various applications, tools and software used to undertake tasks within a news organization, which may include: <ul style="list-style-type: none"> • news room control systems • pagination and layout • graphic design • audio and video editing 	100	20	10	50
	PC2. Identify which software, application and/ or tool is most relevant to the task at hand		20	10	
	PC3. Correctly operate the software, possess knowledge of the various functionalities and have the necessary skills to deliver end products		20	10	
	PC4. Ensure that the software being used is accordance with the requirements and policies at the		20	10	

	organization				
	PC5. Develop software skills, fill gaps in knowledge and keep up to date with new tools and software in the journalism and media industry		20	10	
		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	

Assignment Editor Assessment Criteria

	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