


	Curriculum Document			
Curriculum Code	Curriculum Title		Logo	
264203000	Journalist			
	Name	Email	Phone	Logo
Development Quality Partner	MICTSETA	Oupa.mopaki@mict.org.za	0112072600	[insert image here]

Table of content

SECTION 1: CURRICULUM SUMMARY	4
1. Occupational Information.....	4
1.1 Associated Occupation	4
1.2 Occupation or Specialisation Addressed by this Curriculum	4
1.3 Alternative Titles used by Industry	4
2. Curriculum Information.....	4
2.1 Curriculum Structure.....	4
2.2 Entry Requirements.....	5
3. Assessment Quality Partner Information	5
4. Part Qualification Curriculum Structure.....	5
SECTION 2: OCCUPATIONAL PROFILE.....	6
1. Occupational Purpose.....	6
2. Occupational Tasks.....	6
3. Occupational Task Details.....	6
3.1. Originate and pitch content ideas for media use (NQF Level 5)	6
3.2. Collect and analyse information for journalistic use (NQF Level 5).....	6
3.3. Create and deliver content for a variety of journalistic purposes and formats (NQF Level 6)	7
SECTION 3: CURRICULUM COMPONENT SPECIFICATIONS.....	8
SECTION 3A: KNOWLEDGE MODULE SPECIFICATIONS	8
List of Knowledge Modules for which Specifications are included.....	8
1. 264203000-KM-01, Introduction to journalism, NQF Level 5, Credits 6.....	9
2. 264203000-KM-02, The legal and ethical framework for the media, NQF Level 6, Credits 8	12
3. 264203000-KM-03, Governance and democracy, NQF Level 5, Credits 8	15
4. 264203000-KM-04, Origination and pitching of content ideas, NQF Level 5, Credits 9 18	22
5. 264203000-KM-05, Information gathering, NQF Level 5, Credits 11	22
6. 264203000-KM-06, Storytelling, NQF Level 5, Credits 10	25
7. 264203000-KM-07, Personal development, NQF Level 5, Credits 6.....	28
SECTION 3B: PRACTICAL SKILL MODULE SPECIFICATIONS.....	32
List of Practical Skill Module Specifications.....	32
1. 264203000-PM-01, Originate and pitch content ideas, NQF Level 5, Credits 13.....	33

2. 264203000-PM-02, Report by gathering information and materials, NQF Level 5, Credits 18	38
3. 264203000-PM-03, Create publishable content, NQF Level 6, Credits 22.....	45
4. 264203000-PM-04, Develop work-relevant personal skills, NQF Level 5, Credits 6....	53
SECTION 3C: WORK EXPERIENCE MODULE SPECIFICATIONS.....	56
List of Work Experience Module Specifications	56
1. 264203000-WM-01, Processes to observe and assist an experienced journalist in a selected range of journalistic activities, NQF Level 5, Credits 4	57
2. 264203000-WM-02, Processes to work as a junior member of a team to produce content, NQF Level 5, Credits 8	60
3. 264203000-WM-03, Processes to work with news production colleagues on assigned content that is accepted for publication, NQF Level 5, Credits 28.....	63
4. 264203000-WM-04, Processes to work on self-generated content that is accepted for publication, NQF Level 6, Credits 36.....	68
SECTION 4: STATEMENT OF WORK EXPERIENCE.....	73

SECTION 1: CURRICULUM SUMMARY

1. Occupational Information

1.1 Associated Occupation

264203: Journalist

1.2 Occupation or Specialisation Addressed by this Curriculum

264203000: Journalist

1.3 Alternative Titles used by Industry

- None

2. Curriculum Information

2.1 Curriculum Structure

This qualification is made up of the following compulsory Knowledge and Practical Skill Modules:

Knowledge Modules:

- 264203000-KM-01, Introduction to journalism, NQF Level 5, Credits 6
- 264203000-KM-02, The legal and ethical framework for the media, NQF Level 6, Credits 8
- 264203000-KM-03, Governance and democracy, NQF Level 5, Credits 8
- 264203000-KM-04, Origination and pitching of content ideas, NQF Level 5, Credits 9
- 264203000-KM-05, Information gathering, NQF Level 5, Credits 11
- 264203000-KM-06, Storytelling, NQF Level 5, Credits 10
- 264203000-KM-07, Personal development, NQF Level 5, Credits 6

Total number of credits for Knowledge Modules: 58

Practical Skill Modules:

- 264203000-PM-01, Originate and pitch content ideas, NQF Level 5, Credits 13
- 264203000-PM-02, Report by gathering information and materials, NQF Level 5, Credits 18
- 264203000-PM-03, Create publishable content, NQF Level 6, Credits 22
- 264203000-PM-04, Develop work-relevant personal skills, NQF Level 5, Credits 6

Total number of credits for Practical Skill Modules: 59

This qualification also requires the following Work Experience Modules:

- 264203000-WM-01, Processes to observe and assist an experienced journalist in a selected range of journalistic activities, NQF Level 5, Credits 4
- 264203000-WM-02, Processes to work as a junior member of a team to produce content, NQF Level 5, Credits 8
- 264203000-WM-03, Processes to work with news production colleagues on assigned content that is accepted for publication, NQF Level 5, Credits 28

- 264203000-WM-04, Processes to work on self-generated content that is accepted for publication, NQF Level 6, Credits 36

Total number of credits for Work Experience Modules: 76

2.2 Entry Requirements

Any NQF Level 4 Qualification with Computer Literacy

3. Assessment Quality Partner Information

Name of body:

Address of body:

Contact person name:

Contact person work telephone number:

4. Part Qualification Curriculum Structure

SECTION 2: OCCUPATIONAL PROFILE

1. Occupational Purpose

A Journalist originates and pitches content ideas, collects and analyses information for journalistic use and creates and delivers content for an array of journalistic purposes in a variety of formats and on various media platforms.

2. Occupational Tasks

- Originate and pitch content ideas for media use (NQF Level 5)
- Collect and analyse information for journalistic use (NQF Level 5)
- Create and deliver content for a variety of journalistic purposes and formats (NQF Level 6)

3. Occupational Task Details

3.1. Originate and pitch content ideas for media use (NQF Level 5)

Unique Product or Service:

Media content that is relevant for the publication and its readers and appropriate for its platform

Occupational Responsibilities:

- Familiarise self with at least one media production unit
- Critically analyse and retain findings about own and other media, formats, platforms and contexts
- Originate content ideas
- Develop and deliver a pitch

Occupational Contexts:

- Processes to observe and assist an experienced journalist in a selected range of journalistic activities (NQF Level 5)

3.2. Collect and analyse information for journalistic use (NQF Level 5)

Unique Product or Service:

Raw material developed for the envisaged story

Occupational Responsibilities:

- Prepare for interviewing and research tasks
- Attend content planning meetings
- Collect and collate material for content
- Conduct an interview
- Review interview and research outcomes and sources critically and synthesise into raw materials for content

Occupational Contexts:

- Processes to work as a junior member of a team to produce content (NQF Level 5)

3.3. Create and deliver content for a variety of journalistic purposes and formats (NQF Level 6)

Unique Product or Service:

A media story suitable for its intended purpose

Occupational Responsibilities:

- Prepare to create content or package
- Select and employ an appropriate writing style or packaging approach
- Produce the first draft of assigned content or package
- Review and self-edit the first draft of assigned content
- Create an effective introduction or framing material
- Create or source and integrate other required content (including page furniture or materials)
- Conduct final checks and consultations on content and submit to appropriate next stage
- Follow progress of content or package and provide appropriate pre-sign-off publishing assistance

Occupational Contexts:

- Processes to work with news production colleagues on assigned content that is accepted for publication (NQF Level 5)
- Processes to work on self-generated content that is accepted for publication (NQF Level 6)

SECTION 3: CURRICULUM COMPONENT SPECIFICATIONS

SECTION 3A: KNOWLEDGE MODULE SPECIFICATIONS

List of Knowledge Modules for which Specifications are included

- 264203000-KM-01, Introduction to journalism, NQF Level 5, Credits 6
- 264203000-KM-02, The legal and ethical framework for the media, NQF Level 6, Credits 8
- 264203000-KM-03, Governance and democracy, NQF Level 5, Credits 8
- 264203000-KM-04, Origination and pitching of content ideas, NQF Level 5, Credits 9
- 264203000-KM-05, Information gathering, NQF Level 5, Credits 11
- 264203000-KM-06, Storytelling, NQF Level 5, Credits 10
- 264203000-KM-07, Personal development, NQF Level 5, Credits 6

1. 264203000-KM-01, Introduction to journalism, NQF Level 5, Credits 6

1.1 Purpose of the Knowledge Modules

The main focus of the learning in this knowledge module is to build an understanding of journalism, journalism as a career, who is a journalist, journalist role in media (including social media), equipment and systems used by journalists.

The learning will enable learners to demonstrate an understanding of:

- KM-01-KT01: The media industry (40%)
- KM-01-KT02: Journalism (40%)
- KM-01-KT03: Journalists (20%)

1.2 Guidelines for Topics

1.2.1. KM-01-KT01: The media industry (40%)

Topic elements to be covered include:

- KT0101 Public, private and community media
- KT0102 Global media (major broadcasters, major publications, etc.)
- KT0103 Change and convergence
- KT0104 Evolving platforms for journalism
- KT0105 Organisations/structures in the South African media landscape (including SANEF, Press Council, BMC, unions)
- KT0106 Business models (value chains, pay-walling)

Internal Assessment Criteria and Weight

- IAC0101 Differentiate between the types of media in South Africa and situate own organisation in this landscape
- IAC0102 Differentiate between the missions of public, commercial and community media in SA
- IAC0103 Describe the trends in global media and situate South African media in the global landscape
- IAC0104 Discuss the concepts of change and convergence with respect to the media and evaluate their impact in terms of digital disruption, publishing, production, distribution and readership
- IAC0105 Explain the importance of keeping abreast of media industry and reporting trends, developments and tools and discuss methods for doing so
- IAC0106 Identify and describe the role-players on the South African media landscape
- IAC0107 Explain the concept of a value chain as it relates to the media industry
- IAC0108 Describe the different models media organisations employ to monetise their operations and discuss the advantages and disadvantages of these
- IAC0109 Discuss some of the challenges facing journalists in South Africa

(Weight 40%)

1.2.2. KM-01-KT02: Journalism (40%)

Topic elements to be covered include:

- KT0201 Roles, principles and mission of journalism (including investigative, narrative, advocacy, solutions and popular journalism)
- KT0202 Truth, balance and fairness
- KT0203 Ethical landscape (including the Ombudsman's Code, organisation's ethical code, personal ethical framework)
- KT0204 Practical landscape (including essential induction information; how media production works, deadlines)

Internal Assessment Criteria and Weight

- IAC0201 Describe at least 4 different interpretations of the role, principles and mission of journalism and interrogate the practical implications of each for the practice of the profession
- IAC0202 Explain the importance of truth, balance and fairness in the practice of journalism
- IAC0203 Analyse the concepts of media freedom and media responsibility, with specific reference to South Africa
- IAC0204 Discuss a set ethical dilemma in terms of the Ombudsman's Code, own media organisation's ethical code, issues of appropriacy in the delivery of content, and personal ethical framework
- IAC0205 Describe the changes taking place in newsroom production timeframes and deadlines, and explain the importance of managing and meeting deadlines

(Weight 40%)

1.2.3. KM-01-KT03: Journalists (20%)

Topic elements to be covered include:

- KT0301 Roles and responsibilities of journalists
- KT0302 Career paths in journalism
- KT0303 Personal and brand reputation
- KT0304 Technology and the journalist (including tools of the trade)
- KT0305 Journalist and teams
- KT0306 Ownership of intellectual property (IP), copyright and plagiarism
- KT0307 Contacts database and ideas folder

Internal Assessment Criteria and Weight

- IAC0301 Analyse the role and responsibilities of the individual journalist in terms of their media team, media organisation and society
- IAC0302 Evaluate the different career paths available for journalists
- IAC0303 Describe examples of professional practice which can put personal and brand reputation at risk, and the steps an individual journalist can take to protect reputation
- IAC0304 Evaluate the implications of technology for the individual journalist and the profession of journalism in terms of strengths, weaknesses, opportunities and threats
- IAC0305 Explain the importance of teamwork and coordination in the development and production of a print or online publication

- IAC0306 Explain the concept of intellectual property and discuss the implications of different IP ownership and copyright regimes for personal career development, and the value-chain of a title
- IAC0307 Describe what is meant by plagiarism and the ways plagiarism can occur in the course of content production, and discuss the implications of plagiarism for personal and brand reputation
- IAC0308 Explain why building a contacts database and maintaining an ideas book are important for a journalist's work and career development, and outline methods for implementing both these activities
- IAC0309 Outline strategies for networking effectively and ethically within own media organisation, the profession more broadly, and society at large

(Weight 20%)

1.3 Provider Programme Accreditation Criteria

Physical Requirements:

- Accredited training facility including internet access
- Access to working media production environment

Human Resource Requirements:

- Individual with 5 years' experience in journalism (including digital) or equivalent academic qualification or both

Legal Requirements:

- Compliance with relevant occupational health, safety and environmental regulations
- Compliance with requirement of AQP

1.4 Exemptions

- None

2. 264203000-KM-02, The legal and ethical framework for the media, NQF Level 6, Credits 8

2.1 Purpose of the Knowledge Modules

The main focus of the learning in this knowledge module is to build an understanding of media law and ethics.

The learning will enable learners to demonstrate an understanding of:

- KM-02-KT01: Law, conventions and agreements affecting media (50%)
- KM-02-KT02: Ethics (50%)

2.2 Guidelines for Topics

2.2.1. KM-02-KT01: Law, conventions and agreements affecting media (50%)

Topic elements to be covered include:

- KT0101 Freedom of expression, freedom of information; responsibility; intersecting rights; hate speech (the Bill of Rights and the Constitution of the Republic of South Africa)
- KT0102 Chapter 9 institutions
- KT0103 Protection of Personal Information Act, 2013 (POPI) and the Promotion of Access to Information Act, 2000 (PAIA)
- KT0104 Defamation
- KT0105 Reporting rights and responsibilities on assignment
- KT0106 Reporting on court proceedings (restrictions in reporting; Criminal Procedures Act, 1977; contempt of court)
- KT0107 Protection of sources and the law
- KT0108 Elections reporting, regulations and agreements
- KT0109 Independent Communications Authority of South Africa (ICASA) established in terms of Independent Communications Authority of South Africa Act, No 13 of 2000 (ICASA); the Broadcasting Complaints Commission of SA (BCCSA); the South African Music Rights Organisation (SAMRO); and the South African Reproduction Rights Association (SARRAL); Press Council
- KT0110 Film and Publications Act, 1996
- KT0111 Electronic Communications Act, 2005 and the Cybercrime Bill (Act) 2016
- KT0112 Protected Disclosures Act, 2000
- KT0113 Terrorism and treason legislation
- KT0114 Protection of State Information Act, 2015
- KT0115 The Copyright Act, 1978, the proposed Copyright Bill, 2015 and the Berne Convention
- KT0116 Other relevant prevailing and pending legislation and regulations including those pertaining to the conventions, terms and conditions of digital publishing

Internal Assessment Criteria and Weight

- IAC0101 Outline the relationship between South African media law, its sources in Roman-Dutch and Common Law, and international human rights conventions
- IAC0102 Discuss the conventions, terms and conditions of publishing on digital platforms and how they impact on a journalist's work

- IAC0103 Discuss the right to freedom of expression and information, and the concepts of responsibility, intersecting rights and hate speech with reference to the Constitution and the activities of the media
- IAC0104 Describe the roles and functions of Chapter 9 institutions as they relate to the activities of the media
- IAC0105 Explain the key legal elements of defamation in terms of media activities; cite instances of defamation and describe the defences available to the media
- IAC0106 Describe what rights and responsibilities an individual reporter has when on assignment
- IAC0107 Describe the restrictions on reporting court cases in advance of and during an ongoing case, and after sentencing; covering what may and must be reported, the issue of privileged utterances, the use of the term "alleged", categories of information that may not be reported, and conventions around reporters' behaviour in court
- IAC0108 Discuss the tensions that may exist between a journalist's professional ethics and legislation (e.g. the laws relating to the disclosure of sources), and the frameworks available for decision-making in such cases
- IAC0109 Outline the principles underlying media conventions and regulations around election coverage, and analyse their impact on reporting
- IAC0110 Explain the roles and procedures of ICASA, the BCCSA, SAMRO, SARRAL and the Press Council
- IAC0111 Trace the roots of the tensions between government and media in debates on restrictive legislation and compliance, and analyse the potential impact of each perspective on practical reporting activities and the broader media climate
- IAC0112 Describe the considerations and procedures that should be employed when information is received from a whistle-blower
- IAC0113 Identify and discuss the impact of named pieces of legislation on reporting and publishing practice

(Weight 50%)

2.2.2. KM-02-KT02: Ethics (50%)

Topic elements to be covered include:

- KT0201 Principles of ethical decision-making (truth-telling; independence; minimising harm; accountability)
- KT0202 Internal and external principles and methods of ethical decision-making
- KT0203 The Press Ombudsman's Office and the Ombuds (Public Editors) of individual media organisations
- KT0204 Credibility
- KT0205 Loaded language
- KT0206 Gifts, inducements and compensation
- KT0207 Personal digital profile, information and reputation management

Internal Assessment Criteria and Weight

- IAC0201 Discuss how the concepts of 'right' and 'wrong' have been defined within the media industry with particular reference to the work of the Press Ombudsman and the Press Code
- IAC0202 Discuss the principles on which ethical decision-making in the newsroom should be based, and describe the methods different newsrooms employ to reach ethical decisions, with particular reference to own setting
- IAC0203 Explain and illustrate the concept of conflict of interest and evaluate the newsroom and industry conduct rules that exist to deal with it
- IAC0204 Analyse the ethical and reputational dilemmas created for media organisations by sponsored content and native advertising, and describe the measures media organisations take to resolve or minimise these
- IAC0205 Illustrate how word choice can create bias and imbalance in content and suggest modifications to set examples to eliminate 'loaded language'
- IAC0206 Analyse and illustrate the tensions between professional and public ethics in the context of current debates about community sensitivities
- IAC0207 Explain the responsibilities that accompany having a personal digital profile and the importance and impact of reputation management

(Weight 50%)

2.3 Provider Programme Accreditation Criteria

Physical Requirements:

- Accredited training facility including internet access
- Access to working media production environment

Human Resource Requirements:

- Individual with 5 years' experience in journalism (including digital) or equivalent academic qualification or both

Legal Requirements:

- Compliance with relevant occupational health, safety and environmental regulations
- Compliance with requirement of AQP

2.4 Exemptions

- None

3. 264203000-KM-03, Governance and democracy, NQF Level 5, Credits 8

3.1 Purpose of the Knowledge Modules

The main focus of the learning in this knowledge module is to build an understanding of democracy, the South African state and its lawmaking structures.

The learning will enable learners to demonstrate an understanding of:

- KM-03-KT01: Democracy (15%)
- KM-03-KT02: Electoral systems (15%)
- KM-03-KT03: South African government (35%)
- KM-03-KT04: Local government (35%)

3.2 Guidelines for Topics

3.2.1. KM-03-KT01: Democracy (15%)

Topic elements to be covered include:

- KT0101 Concepts of democracy
- KT0102 Core indicators of democracy (including regular and free elections, rule of law, protection of human rights, freedom of expression and access to information, open and transparent governance, separation of powers, accountability and citizen participation)
- KT0103 Types of democracy (direct democracy and representative democracy)
- KT0104 Functioning of democracy in society
- KT0105 Decision making and democracy
- KT0106 Core values and attitudes of a democratic system
- KT0107 Basic principles of democratic governance

Internal Assessment Criteria and Weight

- IAC0101 Analyse the various ways the term 'democracy' has been defined and implemented as a way of organising society, with particular reference to the choices made by the Constitution of the Republic of South Africa, 1996
- IAC0102 List core indicators of democracy and indicate how these principles are visible in South African institutions of governance
- IAC0103 Analyse the differences between the role of citizens in decision-making in a participative and a representative democracy
- IAC0104 Describe the vertical and horizontal dimensions of democracy in South African society
- IAC0105 Discuss the values and attitudes necessary for the effective functioning of a democratic system at both individual and community levels
- IAC0106 Identify ways in which the media can contribute to or erode the effective functioning of democracy in terms of both information provision and impact on attitudes

(Weight 15%)

3.2.2. KM-03-KT02: Electoral systems (15%)

Topic elements to be covered include:

- KT0201 Types of electoral systems
- KT0202 Electoral system of South Africa
- KT0203 Electoral management body
- KT0204 Media in election coverage

Internal Assessment Criteria and Weight

- IAC0201 Describe different types of electoral systems with particular reference to âproportional representationâ, âmajority (second ballot) systemsâ, âfirst past the postâ systems and âlist systemsâ
- IAC0202 Evaluate the advantages and disadvantages of such systems in terms of their appropriacy for different national contexts
- IAC0203 Describe the electoral system of South Africa and discuss the advantages and disadvantages of this system that have emerged since 1994
- IAC0204 Describe the role and function of an electoral management body with particular reference to the work of the IEC
- IAC0205 Identify the characteristics of a credible election
- IAC0206 Explain how the role and resources of and restrictions on the media can impact on the credibility of an election
- IAC0207 Analyse the relationship between the electoral process and the broader functioning of representative democracy

(Weight 15%)

3.2.3. KM-03-KT03: South African government (35%)

Topic elements to be covered include:

- KT0301 The three powers of the South African state (The Executive [Cabinet], Legislature [Parliament] and Judiciary [courts])
- KT0302 Chapter 9 institutions
- KT0303 The three spheres of government influence (national, provincial and local)
- KT0304 Lawmaking

Internal Assessment Criteria and Weight

- IAC0301 Differentiate between the three powers that form the South African state in terms of their roles and responsibilities and explain the concept of the separation of powers
- IAC0302 Identify and describe the governmental aspects of the mandates and operations of Chapter 9 institutions
- IAC0303 Discuss South Africaâs three-sphere system in terms of the roles, responsibilities, powers and inter-relationships between national, provincial and local government
- IAC0304 Describe the composition of Parliament and explain how members are selected, elected and appointed to various parliamentary roles, and the rules of conduct under which they operate
- IAC0305 Explain the considerations, mechanisms and role-players that operate to facilitate media access to the state and the spheres of government and analyse their utility and effectiveness
- IAC0306 Explain how a law is made from drafting to promulgation

(Weight 35%)

3.2.4. KM-03-KT04: Local government (35%)

Topic elements to be covered include:

- KT0401 Legal and policy framework of local government
- KT0402 Categories of municipalities
- KT0403 Citizen participation in local government

Internal Assessment Criteria and Weight

- IAC0401 Explain the legal and policy framework within which local government functions
- IAC0402 Discuss the objectives mandate and responsibilities of local government
- IAC0403 Describe the different categories of municipalities
- IAC0404 Describe the role of ward committees and ward and proportional representation councillors
- IAC0405 Identify the legislation designed to promote citizen participation in local government, and the practical options for participation these open-up for citizens
- IAC0406 Assess the challenges and difficulties of, and trends in, citizen participation
- IAC0407 Analyse the strengths, weaknesses opportunities and threats embodied in current media coverage of local government

(Weight 35%)

3.3 Provider Programme Accreditation Criteria

Physical Requirements:

- Accredited training facility including internet access
- Access to working media production environment

Human Resource Requirements:

- Individual with 5 years' experience in journalism (including digital) or equivalent academic qualification or both

Legal Requirements:

- Compliance with relevant occupational health, safety and environmental regulations
- Compliance with requirement of AQP

3.4 Exemptions

- None
- None

4. 264203000-KM-04, Origination and pitching of content ideas, NQF Level 5, Credits 9

4.1 Purpose of the Knowledge Modules

The main focus of the learning in this knowledge module is to build an understanding of media, the activities and the personnel of the newsroom, the method of originating ideas, gathering information, analysing and synthesising the information and developing a pitch.

The learning will enable learners to demonstrate an understanding of:

- KM-04-KT01: News (20%)
- KM-04-KT02: Specialist beats (20%)
- KM-04-KT03: Origination of content ideas (20%)
- KM-04-KT04: Developing and delivering a pitch (20%)
- KM-04-KT05: Audiences/users (User interface [UI] and User Experience [UX] and audience research) (20%)

4.2 Guidelines for Topics

4.2.1. KM-04-KT01: News (20%)

Topic elements to be covered include:

- KT0101 Definition of news
- KT0102 5 Ws plus H (who, what, where, when, why and how) and their appropriate use
- KT0103 News values/criteria (including impact, weight, controversy, emotion, the usual, prominence, proximity, timeliness, currency, usefulness, educational value, entertainment value, appropriacy for platform)
- KT0104 Sources of news

Internal Assessment Criteria and Weight

- IAC0101 Explain what is meant by news values and how they relate to the selection and placement of news content
- IAC0102 Explain why media organisations research audiences, and how this relates to a brand's mission and shaping of news values
- IAC0103 Explain the debates that contribute to decision-making about publishing negative as opposed to positive news content, and the different ways these descriptions can be interpreted
- IAC0104 Describe how these debates work themselves out in own context or situation
- IAC0105 Identify the various sources of news (list at least ten)

(Weight 20%)

4.2.2. KM-04-KT02: Specialist beats (20%)

Topic elements to be covered include:

- KT0201 Resources for beat reporters
- KT0202 Different approaches for specialist reporting
- KT0203 Protocols of specialist reporting

Internal Assessment Criteria and Weight

- IAC0201 Describe audience and media managers' expectations of specialist beat reporters and specialist beat stories, and discuss how these differ from those applied to general media reporting
- IAC0202 Identify the resources that would be used in reporting on at least two named specialist beats
- IAC0203 Analyse how pre-research, interviewing and eventual content creation would differ when reporting on the same specified content topic for a) general media platforms and b) a specialist platform
- IAC0204 Describe the concept of accessibility as it relates to specialist content, and critique a given example in terms of its voice and use of specialist terminology

(Weight 20%)

4.2.3. KM-04-KT03: Origination of content ideas (20%)

Topic elements to be covered include:

- KT0301 Tools for idea generation (observation, engagement with sources and audience, listening, exploring other media, reading, travel, ideas book, metrics, audience behaviour and social media trends)
- KT0302 Content ideas sources (including recent events, statements, identified sources including social media; selected resources [including competitors, agencies, other media and own organisation stories], meetings, conferences, events, media releases, metrics and statistics, previous stories requiring follow-up, trends and other information)
- KT0303 Building and maintaining contacts
- KT0304 Selection of content ideas
- KT0305 Converting a content idea into a deliverable pitch
- KT0306 Dealing with feedback on pitch and revision of content ideas

Internal Assessment Criteria and Weight

- IAC0301 Evaluate idea generation tools and data in terms of usefulness and appropriacy for different platforms and titles
- IAC0302 Evaluate content idea sources in terms of their reliability and usefulness for different types of content
- IAC0303 Describe how to construct a source-map for a pre-set content topic
- IAC0304 Discuss alternative methods for building, maintaining and archiving contacts and the advantages and disadvantages of each
- IAC0305 Explain how to prioritise ideas generated by these tools in terms of own reporting role and platform
- IAC0306 Explain how to use brainstorming and pre-research to flesh out a content topic into material for a content idea that can be pitched
- IAC0307 Analyse the tensions that can arise between an individual journalist's preferences in terms of content ideas and treatment, and those of editors and the media organisation
- IAC0308 Evaluate how these are dealt with in own media situation

(Weight 20%)

4.2.4. KM-04-KT04: Developing and delivering a pitch (20%)

Topic elements to be covered include:

- KT0401 Focus and angle for content
- KT0402 Source mapping or brainstorming; both internal and external human sources (e.g. official spokespeople; participants, eyewitnesses; experts; documentary sources [minutes of meetings; official documents; data; reports; reference works; newspaper clippings]; digital sources [list serves, online stories, websites blogposts, social media communications, data-mining]; organizational and official sources)
- KT0403 Criteria for selection of content idea (include pre-research, familiarity with current debates and topics and previous coverage, audience, brand mission, platform requirements verifiability, audience appeal based on audience information, practicability in terms of resources, logistics and timeframes)
- KT0404 Refinement of content ideas: dealing with feedback and seeking clarification
- KT0405 Creating a deliverable pitch
- KT0406 Delivering a pitch in a relevant forum
- KT0407 Receiving a brief in a relevant forum
- KT0408 Dealing with feedback and seeking clarification

Internal Assessment Criteria and Weight

- IAC0401 Explain the role and importance of the pitch in the production process
- IAC0402 Explain the function of a brief from an editor
- IAC0403 Discuss the required contents for a pitch in terms of a specified content idea
- IAC0404 Discuss the options for dealing in a pitch with the issues of multiple presentation and packaging options in a multi-platform media operation
- IAC0405 List the budgeting considerations (time, resources, team, costs) that need to be included in a pitch
- IAC0406 Anticipate questions about a pitched content from different role-players in a media planning forum and discuss possible responses to these questions
- IAC0407 Discuss the qualities and preparation required to deliver a pitch economically and convincingly in a media planning forum live, and via a written message to a media manager
- IAC0408 Discuss the difference between assertiveness and aggressiveness in handling comments on, questions about and modifications to a content idea made during media planning forums
- IAC0409 Evaluate the completeness of a given brief and formulate questions to enhance the information supplied
- IAC0410 Discuss the various strategies and approaches for conducting follow-up and seeking clarification after a media planning forum on either a content brief or a pitched idea (who to ask; how to ask; when to ask; deadlines, duration or length, format, angle, placement, resources)

(Weight 20%)

4.2.5. KM-04-KT05: Audiences/users (User interface [UI] and User Experience [UX] and audience research) (20%)

Topic elements to be covered include:

- KT0501 Methods of audience research (polls, reader surveys, focus groups, analytics, metrics, UX)
- KT0502 Tools for audience research (Google analytics; Chartbeat; AMPS; RAMS, in-house analytics tools)

Internal Assessment Criteria and Weight

- IAC0501 Discuss the advantages and disadvantages of various methods for mapping audience attitudes, preferences and needs
- IAC0502 Analyse the relevance of different audience information to different parts of a media organisation
- IAC0503 Describe the tensions between advertising and editorial in evaluating audience needs and preferences, and ways in which these tensions can be dealt with
- IAC0504 Use specified audience information to contextualise, critique and plan for the reporting of a pre-set content idea

(Weight 20%)

4.3 Provider Programme Accreditation Criteria

Physical Requirements:

- Accredited training facility including internet access
- Access to working media production environment

Human Resource Requirements:

- Individual with 5 years' experience in journalism (including digital) or equivalent academic qualification or both

Legal Requirements:

- Compliance with relevant occupational health, safety and environmental regulations
- Compliance with requirement of AQP

4.4 Exemptions

- None

5. 264203000-KM-05, Information gathering, NQF Level 5, Credits 11

5.1 Purpose of the Knowledge Modules

The main focus of the learning in this knowledge module is to build an understanding of gathering information in preparation for and during reporting, planning and conducting an interview and analysing and synthesising information using different approaches.

The learning will enable learners to demonstrate an understanding of:

- KM-05-KT01: Gathering information in preparation for and during reporting (33%)
- KM-05-KT02: The interview (33%)
- KM-05-KT03: Analysis and synthesis of information using different approaches (34%)

5.2 Guidelines for Topics

5.2.1. KM-05-KT01: Gathering information in preparation for and during reporting (33%)

Topic elements to be covered include:

- KT0101 Research methodology options; observation; interaction either face to face or via crowd-sourcing; documentary research; data-mining
- KT0102 Research constraints (maintaining focus of content; format and platform requirements; production timeframes; accessibility of sources & information)
- KT0103 Research skills (identifying appropriate material and sources; fast, focused reading skills; crowd-sourcing and other uses of social media; data-mining; understanding statistical information; budgeting time; prioritising tasks; making choices between alternative research options; having a 'Plan B')
- KT0104 Recording skills appropriate for platform and format (note-making; recording visual and audio material appropriately and accessibly)

Internal Assessment Criteria and Weight

- IAC0101 List research methodology options appropriate for a given brief or content idea
- IAC0102 Explain the importance of matching research to the scope of the task
- IAC0103 Identify appropriate sources of information for a given brief and suggest a 'Plan B' if these cannot be accessed within constraints
- IAC0104 Explain the media implications of a basic provided set of statistics or figures
- IAC0105 Explain how the credibility and motives of a source can be investigated and the considerations governing interactions with or use of 'grey' sources
- IAC0106 List the quality, storage and other requirements governing respectively written notes, spreadsheets, audio and video recordings in own organisation

(Weight 33%)

5.2.2. KM-05-KT02: The interview (33%)

Topic elements to be covered include:

- KT0201 Interview-related communication skills (articulacy, asking questions, tone, listening skills and body language)

- KT0202 Ground rules of interviews: conventions (informed consent; on/off the record; background only; non-attributable etc.; identifying or maintaining anonymity of subjects)
- KT0203 Preparation for and setting-up the interview (time allocation; appropriate dress; tools for interview; pre-research for background information • telephone manner, approach, accurate recording of names, functions and addresses, choice of time and venue; provision of relevant information to interviewee)
- KT0204 Interview planning (types of questions and alternative strategies for an interview; planning wording, timing and order of specific questions • based on topic, brief, context; needs of title and platform; testing questions; considering alternative responses and options for follow-up)
- KT0205 Choice of interview platform (telephonic, face-to-face; online e.g. email, Skype, Twitter)
- KT0206 Special interviewing situations (survivors of trauma; reluctant and/or hostile interviewees; door-stepping and other short-notice interviews)
- KT0207 Reviewing material from an interview

Internal Assessment Criteria and Weight

- IAC0201 Discuss a specified interviewing task in terms of the purpose of the content, the audience and platform for the media product and the interviewee(s)
- IAC0202 Describe the operational, logistical and resource elements involved in setting-up and preparing for an interview
- IAC0203 Discuss how the time, timing, venue, platform and other contextual circumstances of an interview can affect the plan, process and outcome
- IAC0204 Discuss the uses of the different types of questions and different interview strategies
- IAC0205 Explain what •warm-up• is, why it is important, and how it can be implemented in different interview situations and on different platforms
- IAC0206 Discuss the wording and order of questions that would be appropriate for a specified interview task
- IAC0207 Describe what good listening skills are and why they are important for effective interviewing
- IAC0208 Explain why multiple approaches to recording an interview are necessary and the usefulness of recordings and written tests respectively
- IAC0209 Define what is meant by body language and explain how the body language of a) the interviewer and b) the interviewee can provide additional information and affect the interview process
- IAC0210 Identify types of interviews that require special handling and explain the approaches suitable for each
- IAC0211 Describe the conventions that apply to the status of information provided by and relating to an interviewee; discuss their application and any considerations or special circumstances in which these might be modified
- IAC0212 For each stage of an interview • preparation, process and review • list two steps that must be taken, and two actions a reporter should never take
- IAC0213 Describe useful approaches for reviewing notes or recordings from an interview immediately after the event

(Weight 33%)

5.2.3. KM-05-KT03: Analysis and synthesis of information using different approaches (34%)

Topic elements to be covered include:

- KT0301 Assembling and reviewing content material for completeness and quality
- KT0302 Planning the content/package (techniques including mind-mapping, timelines, storyboarding)
- KT0303 Selecting, sorting (including cleaning raw data) and structuring the materials in accordance with the plan
- KT0304 Responsibilities and tools for evaluating, verifying, quality checking and analysing material gathered for the content (including brief, needs of readers, in-house accuracy check tools and requirements)

Internal Assessment Criteria and Weight

- IAC0301 Describe why it is important to review material as soon as possible after it was collected
- IAC0302 Discuss the criteria to be used when assessing completeness and quality in terms of specified content
- IAC0303 Describe the responsibilities of the individual reporter for evaluating, verifying, quality checking and analysing content information, and the techniques and tools available to them for this with particular reference to own context or situation
- IAC0304 Describe different techniques for planning the assembly of media content in terms of content and platform requirements, and evaluate the strengths and weaknesses of each

(Weight 34%)

5.3 Provider Programme Accreditation Criteria

Physical Requirements:

- Accredited training facility including internet access
- Access to working media production environment

Human Resource Requirements:

- Individual with 5 years' experience in journalism (including digital) or equivalent academic qualification or both

Legal Requirements:

- Compliance with relevant occupational health, safety and environmental regulations
- Compliance with requirement of AQP

5.4 Exemptions

- None

6. 264203000-KM-06, Storytelling, NQF Level 5, Credits 10

6.1 Purpose of the Knowledge Modules

The main focus of the learning in this knowledge module is to build an understanding of story structures that are used to construct stories and critical technical aspects that are required to ensure credibility of content.

The learning will enable learners to demonstrate an understanding of:

- KM-06-KT01: Constructing a story using own material (55%)
- KM-06-KT02: Constructing a story using other material (45%)

6.2 Guidelines for Topics

6.2.1. KM-06-KT01: Constructing a story using own material (55%)

Topic elements to be covered include:

- KT0101 Types of story structures styles, formats and expressive voices (including mobile and tablet formats, alternative story forms and writing as design)
- KT0102 Starting strong
- KT0103 Logic and coherence
- KT0104 Accessible, appropriate, attractive and accurate presentation/packaging
- KT0105 Language usage (correct usage, register [vocabulary], visual language, tone, pace)
- KT0106 Conventions and legalities for different platforms
- KT0107 Editing and redrafting/reworking packages before submission
- KT0108 Reader/user approaches to consuming content

Internal Assessment Criteria and Weight

- IAC0101 Describe at least four different story structures and discuss their usefulness for different types of content and different platforms
- IAC0102 Describe the requirements for a good content package on any platform
- IAC0103 Discuss the types of changes a package may go through between first draft and submission for publication
- IAC0104 Indicate what kinds of communication with which other newsroom role-players are required during this process
- IAC0105 Discuss the characteristics of a good introduction or opening section, and describe the techniques for creating this
- IAC0106 Describe what are meant by logic, completeness and flow in a package and describe techniques for creating these
- IAC0107 Critique a specified package in terms of attractiveness, appropriacy, accessibility and accuracy, and describe the changes to the package that would be required to address any deficiencies
- IAC0108 Discuss the contents and adequacy of any existing style and language guidance available to journalists in own context or situation and list at least two additional/alternative sources of language guidance available online, commenting on their usefulness and limitations
- IAC0109 Describe any unwritten conventions or content or process requirements relating to this task that operate in own context or situation

- IAC0110 Explain the importance of knowing about reader/user approaches to consuming content

(Weight 55%)

6.2.2. KM-06-KT02: Constructing a story using other material (45%)

Topic elements to be covered include:

- KT0201 Circumstance in which aggregation is appropriate (backgrounder or preview on media that has not yet happened; content on which local resources are scarce or inappropriate; huge content where the "message" of other coverage is actually the media)
- KT0202 Characteristics of a good aggregation (ethical; attributed [linked to well-curated links if online]; uses other materials to weave fresh content)
- KT0203 Techniques for repurposing (differences between user behaviour and hence presentation on different platforms; search engine optimisation [SEO]; chunking; Model "T" organisation, interactivity)
- KT0204 Criteria for updating/republishing

Internal Assessment Criteria and Weight

- IAC0201 Describe the circumstances in which creating an aggregated rather than an original content is appropriate, and the circumstances in which own newsroom employs this format
- IAC0202 List the stylistic, content and legal/ethical characteristics of a publishable aggregation
- IAC0203 Describe how own newsroom implements the legal and ethical requirements around aggregated content, and comment on the constraints on publishing these may create
- IAC0204 Describe the different behaviour of print and online users of content and discuss how this would affect repurposing content from one platform to the other (in both directions)
- IAC0205 Explain the meaning of the term "digital first" and the different ways this principle is implemented in taking repurposing decisions
- IAC0206 Discuss how working on the same material for different platforms on different timeframes in different formats impacts on an individual journalist's working day, and on processes and roles in the newsroom more broadly
- IAC0207 Evaluate the adequacy of provisions in own newsroom for assessing when online content requires updating or republishing, and describe the process employed for this, including the responsibilities of different role-players

(Weight 45%)

6.3 Provider Programme Accreditation Criteria

Physical Requirements:

- Accredited training facility including internet access
- Access to working media production environment

Human Resource Requirements:

- Individual with 5 years' experience in journalism (including digital) or equivalent academic qualification or both

Legal Requirements:

- Compliance with relevant occupational health, safety and environmental regulations

- Compliance with requirement of AQP

6.4 Exemptions

- None

7. 264203000-KM-07, Personal development, NQF Level 5, Credits 6

7.1 Purpose of the Knowledge Modules

The main focus of the learning in this knowledge module is to build an understanding of stress and time management in relation to creativity in view of the fact that journalists often have to a) report on traumatising stories and circumstances, or in situations of actual physical danger, and b) work to multiple, strict and sometimes conflicting deadlines.

The learning will enable learners to demonstrate an understanding of:

- KM-07-KT01: Stress management (20%)
- KM-07-KT02: Time management (20%)
- KM-07-KT03: Conflict management (20%)
- KM-07-KT04: Interpersonal skills (20%)
- KM-07-KT05: Thinking skills for content generation and construction (20%)

7.2 Guidelines for Topics

7.2.1. KM-07-KT01: Stress management (20%)

Topic elements to be covered include:

- KT0101 Balancing work and life in terms of stress management
- KT0102 Role ambiguity and role conflict (balance between being a journalist and being a citizen: role conflict and multi-skilling pressures)
- KT0103 Relationships at work (managing upwards; need for a constant two-way flow of communication)
- KT0104 Stressors (traumatic reporting; hostile environments; physical danger; stress of rapid change in the workplace and business model of the organisation; tension between personal relationships and professional obligation; multi-tasking; colleague-related stress [competition, differentiated workloads; and being judged by your metrics]; issue of responsibility for content; coping with PM and Key Performance Indicators [KPIs])
- KT0105 Symptoms of stress
- KT0106 Stress management techniques and tips (DECIDE model; affirmations; relaxation techniques, abdominal breathing; progressive muscle relaxation; visualising a peaceful scene)
- KT0107 Confidence to seek clarification (managing upwards)

Internal Assessment Criteria and Weight

- IAC0101 Discuss the concept of balancing work and life in terms of making choices and the potential consequences of those choices
- IAC0102 Discuss how stress is created by the changing workplace environment and roles in the media industry
- IAC0103 Explain why regular, clear, effective communication is important to own role and the production process
- IAC0104 Explain what happens when the role of a journalist is not adequately defined or supported and the relevance of the concept of managing upwards in remedying this
- IAC0105 Describe the different stressors in an individual journalist's environment and their impact

- IAC0106 Describe the resources and guidelines available for journalists who have to report in situations of physical danger, and list the ground rules for staying safe
- IAC0107 List the symptoms of stress and explain the importance of recognising, monitoring, managing and seeking help for them
- IAC0108 Discuss own strategies for dealing with stress

(Weight 20%)

7.2.2. KM-07-KT02: Time management (20%)

Topic elements to be covered include:

- KT0201 Deadlines
- KT0202 Breaking news
- KT0203 Prioritising tasks
- KT0204 Personal writing process and the organisation of tasks
- KT0205 Impact of multi-platform working on timeframes

Internal Assessment Criteria and Weight

- IAC0201 Evaluate alternative methods of prioritising tasks in a rapidly changing media context
- IAC0202 Explain the impact and consequences of a missed deadline
- IAC0203 Describe the different strategies newsrooms have employed to handle different and sometimes conflicting deadline structures in a multi-platform operation
- IAC0204 Discuss options newsrooms and individual journalists have for handling an important, suddenly-breaking content
- IAC0205 Discuss the tensions which can arise between deadline-driven production and a journalist's personal writing process
- IAC0206 Employ a pre-designed instrument to analyse personal writing process and discuss the implications for personal work-planning approaches

(Weight 20%)

7.2.3. KM-07-KT03: Conflict management (20%)

Topic elements to be covered include:

- KT0301 Conflict generators (prejudice, stressors, deadline pressures, unmet expectations, conflict in creative vision, miscommunication and absence of communications, rapid contextual change)
- KT0302 Conflict management techniques (listening skills, ignoring, imposing a solution, finding a solution through a consultative process)
- KT0303 Teamwork
- KT0304 Organisational culture (code of conduct and disciplinary procedures; respect and integrity)

Internal Assessment Criteria and Weight

- IAC0301 List the potential causes of interpersonal tensions and conflict in a newsroom
- IAC0302 Explain how conflict management techniques can be employed to mitigate newsroom tensions

- IAC0303 Describe the role of teamwork in maintaining good cooperative relationships, and the individual behaviours that contribute to effective teamwork
- IAC0304 Describe how the law and own workplace code define and deal with sexual harassment, prejudicial speech and behaviour and other forms of inappropriate workplace conduct
- IAC0305 Describe the individuals and processes that deal with these issues in own workplace
- IAC0306 Discuss the formal and informal measures that a newsroom can employ to foster a positive working climate and evaluate the potential effectiveness of different measures

(Weight 20%)

7.2.4. KM-07-KT04: Interpersonal skills (20%)

Topic elements to be covered include:

- KT0401 Appropriate attitudes and behaviour
- KT0402 Assertiveness versus aggression
- KT0403 Personal communication skills
- KT0404 Context-appropriate self-presentation (dress, manner, social media profile)

Internal Assessment Criteria and Weight

- IAC0401 Describe the attitudes and behaviour that can promote good relationships with a) colleagues and b) sources
- IAC0402 Explain why listening, confidence and assertiveness are necessary for journalists
- IAC0403 Discuss the difference between assertiveness and aggression, with examples
- IAC0404 Discuss the formal and informal constraints on a journalist's social media behaviour

(Weight 20%)

7.2.5. KM-07-KT05: Thinking skills for content generation and construction (20%)

Topic elements to be covered include:

- KT0501 Analytical, logical, creative and empathetic thinking approaches – understanding what a line of reasoning is and identifying one; knowing how to seek for hidden agendas and implicit biases (including an appreciation of ‘loaded’ language); understanding the meaning, uses and limitations of ‘logic’; exercising predictive empathy in considering interviewee and reader responses, and outcomes of different publishing strategies; making a setting more conducive to creativity
- KT0502 Risks and rewards of creative thinking
- KT0503 Tools, attitudes and techniques for creative thinking – visualisation; mind-mapping (seeing and making relationships between ideas); using timelines and storyboards; thinking in opposites; using metaphors and similes to build an image; accepting failure; practising patience; identifying your creative times/moods and trying to use them; working within constraints such as hot-desking
- KT0504 Combining analytical and creative thinking skills

Internal Assessment Criteria and Weight

- IAC0501 Discuss the meaning for journalists of analytical, logical, creative and empathetic thinking and the different applications of each

- IAC0502 Identify the risks and rewards of creative thinking
- IAC0503 Describe at least two creative thinking techniques and discuss how one of these could be applied to a pre-set content task
- IAC0504 Explain how bias can be eliminated by changes in the content, structure and presentation of an example
- IAC0505 Discuss how empathy can be employed in both a) planning an interview and b) deciding how to package controversial content
- IAC0506 Describe ways in which a working space can be either conducive to or destructive of creative thinking, with particular application to own working space

(Weight 20%)

7.3 Provider Programme Accreditation Criteria

Physical Requirements:

- Accredited training facility including internet access
- Access to working media production environment

Human Resource Requirements:

- Individual with specialist knowledge of the subject topics

Legal Requirements:

- Compliance with relevant occupational health, safety and environmental regulations
- Compliance with requirement of AQP

7.4 Exemptions

- None
- None

SECTION 3B: PRACTICAL SKILL MODULE SPECIFICATIONS

List of Practical Skill Module Specifications

- 264203000-PM-01, Originate and pitch content ideas, NQF Level 5, Credits 13
- 264203000-PM-02, Report by gathering information and materials, NQF Level 5, Credits 18
- 264203000-PM-03, Create publishable content, NQF Level 6, Credits 22
- 264203000-PM-04, Develop work-relevant personal skills, NQF Level 5, Credits 6

1. 264203000-PM-01, Originate and pitch content ideas, NQF Level 5, Credits 13

1.1 Purpose of the Practical Skill Modules

The focus of the learning in this module is on providing the learner an opportunity to originate and pitch content ideas in a media production environment.

The learner will be required to:

- PM-01-PS01: Familiarise self with at least one media production unit
- PM-01-PS02: Critically analyse and retain findings about own and other media, formats, platforms and contexts
- PM-01-PS03: Originate content ideas
- PM-01-PS04: Develop and deliver a pitch

1.2 Guidelines for Practical Skills

1.2.1. PM-01-PS01: Familiarise self with at least one media production unit

Scope of Practical Skill

Given an opportunity to spend sufficient time in a media production unit to observe at least one complete production cycle on each of at least two platforms, the learner must be able to:

- PA0101 Familiarise themselves with the terminology of the unit
- PA0102 Familiarise themselves with the people working in the unit
- PA0103 Familiarise themselves with the interrelationships between different role-players in the unit and between the unit and the rest of the organisation
- PA0104 Familiarise themselves with the workflow and operations of the unit
- PA0105 Familiarise themselves with the mission of the unit
- PA0106 Familiarise themselves with the policies of the unit
- PA0107 Familiarise themselves with the style guide and other work aids of the unit
- PA0108 Familiarise themselves with the equipment of the unit
- PA0109 Familiarise themselves with the data available concerning audience

Applied Knowledge

- AK0101 Unit terminology
- AK0102 People, portfolios working culture and interrelationships of the unit
- AK0103 Workflow and operations of the unit
- AK0104 Mission and policies of the unit and the organisation
- AK0105 Style guide and other work aids of the unit
- AK0106 Equipment and systems of the unit (computers, programmes, applications, CMS)
- AK0107 Audience data

Internal Assessment Criteria

- IAC0101 An organogram of the unit is created showing both internal and external relationships

- IAC0102 A report is prepared outlining solution options for a hypothetical problem relating to workflow and operation
- IAC0103 A workflow diagram is completed for the unit, indicating role-players, functions and timeframes
- IAC0104 A pre-created news package is sub-edited to bring it into line with mission, policies, audience and style and the required editing operations are described and justified
- IAC0105 The correct role-players are named and appropriately approached to provide assistance with defined equipment and systems problems in the unit
- IAC0106 Pre-set tasks are performed to demonstrate the use of equipment and systems

1.2.2. PM-01-PS02: Critically analyse and retain findings about own and other media, formats, platforms and contexts

Scope of Practical Skill

Given access to at least three examples of own and other media products and the opportunity to interview relevant role-players, the learner must be able to:

- PA0201 Critically analyse how each product relates to platform, context, mission and audience
- PA0202 Critically retain findings about own and other media to generate general conclusions about the relationship of a media product to its platform, context, mission and audience

Applied Knowledge

- AK0201 Frameworks and tools for critical analysis
- AK0202 Different types of media product
- AK0203 Contexts for media production and reception
- AK0204 Range of media platforms
- AK0205 Information about audiences and missions

Internal Assessment Criteria

- IAC0201 A report (on paper, or designed for broadcast or digital presentation) is created, outlining how at least two specific media products relate to their respective platforms, contexts, missions and audiences
- IAC0202 A presentation for peer education explaining the general principles underlying the relationship of a media product to its platform, context, mission and audience is prepared
- IAC0203 A content/feature package based on an aspect of the relationship between a media product and its audience is created
- IAC0204 Representatives of a media house's sale and audience engagement marketing departments are interviewed and their perspectives and additional insights on the relationship between a media product and its platform, context, mission and audience are recorded

1.2.3. PM-01-PS03: Originate content ideas

Scope of Practical Skill

Given access to information in either a working media production or simulated learning environment about mission, news values, previous topic coverage, resources, formats and constraints, the learner must be able to:

- PA0301 Employ tools for idea generation
- PA0302 Mine a variety of sources for content ideas
- PA0303 Apply context-appropriate techniques to generate ideas and evaluate and select between them
- PA0304 Generate and prioritise at least two content ideas, each designed for a different platform
- PA0305 Ensure that the content idea is consistent with media organisation's mission and news values
- PA0306 Ensure that the content idea is compatible with resource and platform requirements and constraints
- PA0307 Identify and address any legal or ethical issues relating to the content idea
- PA0308 Present two content ideas including format options, resource budgets and other implications
- PA0309 Seek and process feedback and revise content ideas
- PA0310 Initiate and maintain ideas/contacts books

Applied Knowledge

- AK0301 Tools for idea generation
- AK0302 Content ideas sources
- AK0303 History of previous coverage of topic area
- AK0304 Information about format, platform and resource constraints
- AK0305 Criteria for selecting content ideas
- AK0306 Techniques and channels for presentation of content ideas
- AK0307 Channels for seeking feedback
- AK0308 Revision processes
- AK0309 Media organisation's mission and news values
- AK0310 Prevailing news and audience interest climate
- AK0311 News diary for the production period
- AK0312 Legal and ethical considerations and channels for resolving these
- AK0313 Formats and processes for maintaining ideas and contacts archives (âbooksâ)
- AK0314 Brainstorming, mind-mapping, storyboarding and other tools, attitudes and techniques for generating ideas

Internal Assessment Criteria

- IAC0301 Appropriate, effective ideas generation tools and approaches in tackling two content ideas are used
- IAC0302 On the basis of pre-research, documentary or digital evidence to illustrate why the two content ideas are timely, appropriate, relevant and realistic is compiled
- IAC0303 A spoken presentation of the two content ideas in broad draft form is delivered
- IAC0304 An action plan to suggest how work on the content can be carried forward in terms of the news diary is drafted

- IAC0305 A written enquiry, appropriate in tone and content, for the relevant, named individual(s) who are first contacts in the case of a legal or ethical problem is prepared
- IAC0306 A face-to-face conversation with a relevant role-player to seek and process feedback on the draft content idea is Initiated and participated in
- IAC0307 Clarification is sought and the draft to illustrate understanding of feedback is modified
- IAC0308 An ideas archive is presented for inspection
- IAC0309 A contacts archive is presented for inspection and demonstrates strengths and weaknesses of existing contacts in relation to the two content ideas

1.2.4. PM-01-PS04: Develop and deliver a pitch

Scope of Practical Skill

Given a real or simulated news diary process, the learner must be able to:

- PA0401 Refine a draft content idea in the light of feedback
- PA0402 Develop a script for pitching from the content idea
- PA0403 Deliver the pitch to an appropriate forum
- PA0404 Participate in discussions on own pitch
- PA0405 Further modify the pitch in the light of discussions
- PA0406 Turn the pitch into a practical action plan for reporting

Applied Knowledge

- AK0401 Communication skills for group discussion contexts
- AK0402 Format for a formal content pitch
- AK0403 Techniques for dealing with and building on feedback
- AK0404 Techniques for refining content idea
- AK0405 Practical reporting action plan
- AK0406 News diary information

Internal Assessment Criteria

- IAC0401 Feedback from content idea originator activities is used to select one of own two draft content ideas most appropriate for pitching formally in own context
- IAC0402 Notes are made for the presentation of a formal pitch, that are complete in content terms and take account of the requirements for delivering a formal pitch in a group/meeting context
- IAC0403 Pitch is delivered, ensuing feedback is appropriately responded to and participation in the conversation includes seeking clarification and suggesting own modifications to proposed content
- IAC0404 A formal action plan for reporting and delivering the modified content, based on relevant organisational and logistical considerations (including the rest of the news diary), is written

1.3 Provider Programme Accreditation Criteria

Physical Requirements:

- Training environment that can accommodate simulated news production setting or a real news production setting
- Policies, mission, style guide, production equipment, workflow, or be able to simulate these

Human Resource Requirements:

- Individual with 5 years' experience in journalism (including digital) or equivalent academic qualification or both

Legal Requirements:

- Compliance with relevant occupational health, safety and environmental regulations
- Compliance with requirement of AQP

1.4 Exemptions

- None

2. 264203000-PM-02, Report by gathering information and materials, NQF Level 5, Credits 18

2.1 Purpose of the Practical Skill Modules

The focus of the learning in this module is on providing the learner an opportunity to experience practical reporting skills through gathering information and materials using appropriate methodologies.

The learner will be required to:

- PM-02-PS01: Prepare for interviewing and research tasks
- PM-02-PS02: Attend content planning meetings
- PM-02-PS03: Collect and collate material for content
- PM-02-PS04: Conduct an interview
- PM-02-PS05: Review interview and research outcomes and sources critically and synthesise into raw materials for content

2.2 Guidelines for Practical Skills

2.2.1. PM-02-PS01: Prepare for interviewing and research tasks

Scope of Practical Skill

Given an assignment requiring live interview in at least two formats, the learner must be able to:

- PA0101 Discuss what the assignment demands from both the range of interviewees and the content of the interview in terms of the purpose, focus and angle of the content
- PA0102 Discuss the requirements for specific contents, perspectives, images and sounds of the publishing platform
- PA0103 Identify and analyse any legal or ethical implications of the content or the range of intended interviewees and discuss options for dealing with these
- PA0104 Determine the most suitable interview format in terms of the logistics of practical implementation, the demands of the content, and the requirements of the platform
- PA0105 Prioritise interviewees from source map in terms of both availability and relevance for the content, and more general considerations of reader identification and demographic representivity
- PA0106 Develop an alternative list to mitigate problems of refusal or non-availability
- PA0107 Anticipate in advance the credibility of a source; their perspective, possible motives and biases, and access to relevant information and take these into account when preparing questions and planning any additional confirmatory research
- PA0108 Plan the topic focus, wording and order of questions for the interview, including making decisions about the interview tone and purpose
- PA0109 Assemble and check the equipment required to conduct the interview
- PA0110 Organise and confirm logistical arrangements for the interview with both the intended interviewee and the news organisation, or make other appropriate plans for e.g. a "doorstep" or emergency interview
- PA0111 Plan for the special considerations that apply to "vox-pop" interviews

Applied Knowledge

- AK0101 Options in terms of the purpose, order, structure and style of interview interactions and the uses, advantages and disadvantages of each

- AK0102 Options in terms of securing audio, video and other required elements
- AK0103 News context, role-players, experts and acknowledged 'personalities'
- AK0104 Criteria for selecting and prioritising interviewees
- AK0105 Criteria for negotiating an interview venue
- AK0106 The requirements of the 'vox pop'
- AK0107 The use of different types of questions (open and closed, leading, etc.) and other conversational techniques in an interview
- AK0108 The legalities, ethical considerations and conventions related to interviews, including the free-speech implications of conditions set by interviewees
- AK0109 Organisational requirements for materials from an interview (sound quality, picture quality, what must be recorded in a notebook, etc.)
- AK0110 Demographic representivity includes consideration of e.g. age, race, gender, status, expertise and insight, perspective on the topic, reputation/profile, and newsworthiness
- AK0111 Interview purpose includes simple fact-finding, insight into a personality, evaluative, investigative, etc. and strategies for securing pictures, audio, etc.

Internal Assessment Criteria

- IAC0101 A list of interview questions is produced and its content, order, wording etc. are discussed in terms of interview strategy and needs of content
- IAC0102 How questioning on the same topic would differ in relation to different platforms and situations is demonstrated
- IAC0103 Empathy is employed to imagine the range of possible responses to each question and how that would affect the subsequent content and direction of the interview is discussed
- IAC0104 The impact of legal and ethical considerations on the interview is discussed
- IAC0105 The interview venue and conditions and how these might impact on the process are discussed
- IAC0106 Whether or not questions or an indication of interview contents will be shared with the interviewee in advance are explained and justified
- IAC0107 The advance interactions required with other members of an interview team are explained
- IAC0108 A real or simulated set-up telephone call to an interviewee is made, and followed up with any appropriate administration (confirmatory e-mail; parking arrangements etc.)
- IAC0109 Plans for a series of vox-pop and other interviews are created
- IAC0110 Checking and operating procedures for specified interview equipment are implemented

2.2.2. PM-02-PS02: Attend content planning meetings

Scope of Practical Skill

Given the opportunity to attend a real or simulated content planning meeting, the learner must be able to:

- PA0201 Participate in discussion on content ideas presented
- PA0202 Contribute ideas towards other content presented
- PA0203 Evaluate own and others' ideas in terms of novelty, appropriacy, logic, consistency and other epistemological criteria

- PA0204 Make useable notes
- PA0205 Seek clarification on length/duration, placement, treatment, focus, angle, resources and deadline for own content

Applied Knowledge

- AK0201 Function and process of content planning meetings
- AK0202 Cultural appropriacy (to workplace culture) of meeting participation
- AK0203 Notemaking options and styles
- AK0204 Role of a brief
- AK0205 Terminology, constraints and options around length/duration, placement, treatment, focus, angle, resources and deadlines
- AK0206 Communication skills
- AK0207 Appropriate application of different creative approaches in a journalism context

Internal Assessment Criteria

- IAC0201 Real or simulated meeting is attended and participation includes contributing information and evaluative ideas about others's content
- IAC0202 Examples of content in terms of their novelty, creativity, logic, consistency and other epistemological criteria are critiqued
- IAC0203 A useable record (notes written or made on a digital device) from the meeting is produced
- IAC0204 Response to briefing, including seeking clarification, is appropriate
- IAC0205 Action is taken immediately after the meeting to initiate reporting on own tasks, including creating a time/action plan to manage multiple tasks

2.2.3. PM-02-PS03: Collect and collate material for content

Scope of Practical Skill

Given assignment briefs for at least two content ideas, each on a different platform, the learner must be able to:

- PA0301 Formulate relevant research and reporting questions and identify other material (e.g. visual, audio) that the content will require
- PA0302 Identify and utilise relevant resources and role-players to answer these questions and provide this material
- PA0303 Develop criteria of utility, relevance and appropriacy that can be used for sifting content ingredients
- PA0304 Record information from reporting and research in appropriate formats
- PA0305 Select and prepare information for use when compiling the content

Applied Knowledge

- AK0301 Research, reporting and information aggregation methods
- AK0302 Available relevant resources and live sources
- AK0303 Skills, methods and formats for recording information and conventions governing making and archiving notes and content records

- AK0304 News organisationâ€™s standards for format and useability of content materials

Internal Assessment Criteria

- IAC0301 A list of research questions relevant to the content is created
- IAC0302 A source-map indicating which resources and live sources are likely to yield required information or materials is created
- IAC0303 Documentary/online research is conducted and useable notes/record of this in a format appropriate for final intended publishing platform is produced
- IAC0304 Sections of these notes/records likely to be most useful for final content are marked up or otherwise indicated
- IAC0305 Relevant theory is drawn upon to develop criteria for utility, relevance and appropriacy

2.2.4. PM-02-PS04: Conduct an interview

Scope of Practical Skill

Given the opportunity to participate in at least 4 real or simulated interview scenarios â€” of which at least one must be real, and one should be in the conditions of a press conference â€” the learner must be able to:

- PA0401 Start the interview with appropriate protocols
- PA0402 Present self in an appropriate manner, including dress, tone and behaviour
- PA0403 Demonstrate sensitivity towards cultural norms
- PA0404 Employ a range of questioning and conversational techniques to elicit from the interviewee the most useful possible contribution to the content
- PA0405 Employ empathy and flexibility to select new strategies and questions throughout the interaction to achieve the interviewâ€™s intended purpose
- PA0406 Respond appropriately to problems and pitfalls that may occur during the conversation, such as interviewee reluctance or hostility
- PA0407 Use techniques such as follow-up questioning and â€”reflecting backâ€” to keep the interaction focused on its purpose
- PA0408 Show courtesy to other members of the interview team in terms of introductions, and ensuring space for their activities such as filming, recording or taking photographs
- PA0409 Think creatively to ensure that interview purposes are achieved
- PA0410 Complete interview within agreed timeframe and resource limits
- PA0411 Use the selected recording format for the interview (notes, recording, etc) effectively and find solutions or alternative methods in the event of any equipment problems or failures
- PA0412 Demonstrate professionalism throughout the interview
- PA0413 End the interview with appropriate decorum, irrespective of the tone of the interview
- PA0414 Spell out, agree and record any follow-up required
- PA0415 Check completeness of record before exiting the interview venue
- PA0416 Check and correct any written interview notes immediately after exiting the venue

Applied Knowledge

- AK0401 Required standards of self-presentation and professional behaviour
- AK0402 The effective use, advantages and disadvantages of a range of recording and noting techniques
- AK0403 The relevant legal, ethical and professional convention-related considerations around interviewing (including informed consent, On/Off the record, background only, rights when interviewing at crime scenes)
- AK0404 Communication skills including voice and listening skills and particularly those related to intensifying and relaxing the mood of an interaction, dealing with hostility, etc.
- AK0405 The difference between sympathy and empathy, and the relevant use of the latter
- AK0406 The special considerations relevant to interviewing survivors of trauma; interviewing for vox pops and other purposes; and asking interview questions in a press conference situation
- AK0407 South African community cultural norms and considerations, particularly those relating to dealing with the bereaved
- AK0408 The dangers presented by interview situations (e.g. hostile environments/the pitfalls of alcohol/ sexual harassment) and how to mitigate
- AK0409 Protocols include greetings, introductions, warm-up, contextualisation and explanation of ground-rules, practical recording requirements and any other relevant considerations
- AK0410 Creative thinking techniques

Internal Assessment Criteria

- IAC0401 One face-to-face interview that meets the criteria is conducted and includes producing notes and/or a recording that reflects the interview accurately, completely and coherently
- IAC0402 A simulated interview is observed, shortcomings critiqued and improved alternative strategies are suggested
- IAC0403 The collection of one series of vox pops is planned and conducted
- IAC0404 A strategy for and participation in one press conference is planned
- IAC0405 Notes/recording made of the interview, the vox pop exercise and the press conference are presented and the obstacles or dilemmas that were encountered, how they were overcome, and the rationale for all decisions made in creating these notes/recordings are discussed

2.2.5. PM-02-PS05: Review interview and research outcomes and sources critically and synthesise into raw materials for content

Scope of Practical Skill

Given a set of text notes and a recording from an interview required for a given content, the learner must be able to:

- PA0501 Review the interview recording/notes in terms of their quality, strengths, weaknesses and contribution to delivering the required content
- PA0502 Locate useable portions of the interview in terms of impact, relevance, contribution to content completeness, legality and technical quality
- PA0503 Identify information gaps and any other type of required follow-up, and implement a strategy to deal with these
- PA0504 Integrate interview notes/recording with other resources and information collected for the content, including identifying and dealing with inconsistencies

- PA0505 Describe narrative and structural options for the content that are offered by the full range of assembled materials
- PA0506 Apply appropriate thinking skills
- PA0507 Select and justify the most appropriate narrative and structural option for the content
- PA0508 Communicate with line manager and/or relevant team member any changes required to content or publication plans as a result of material assembled from research, reporting and interviewing
- PA0509 Identify any other editing tasks the notes/recording require (eg cleaning-up sound or picture quality, converting formats)
- PA0510 Label and retain notes/record accessibly and in conformity with legal and organisational requirements

Applied Knowledge

- AK0501 Reviewing techniques
- AK0502 Evaluation and verification techniques
- AK0503 Production schedules, timeframes, team responsibilities in relation to the envisaged content
- AK0504 Mission, news values, audience preference and envisaged content placement information
- AK0505 Techniques for content/package planning
- AK0506 Guidelines for the appropriate use of clips, direct quotations and paraphrases
- AK0507 Quality standards relating to interview material
- AK0508 Legal and ethical requirements relating to interview material
- AK0509 Mark-up conventions for subsequent amendments and additions to interview notes
- AK0510 Labelling and storage/archiving requirements, formats, techniques and procedures
- AK0511 Organisation's archiving system
- AK0512 Organisation's Content Management System (CMS)

Internal Assessment Criteria

- IAC0501 A set of interview notes is reviewed in terms of quality, strengths, weaknesses, and contribution to delivering the required content
- IAC0502 An interview sound or video recording is reviewed in terms of quality, strengths, weaknesses, and contribution to delivering the required content
- IAC0503 The most compelling sections of the interview material are identified and how these could be used for maximum impact is indicated
- IAC0504 The required follow-up on material from the interview is conducted to plug gaps, confirm veracity, deal with inconsistencies etc. and the results of this research are integrated into the interview record, using appropriate mark-up to indicate its status
- IAC0505 A single integrated content resource file or database from interview notes and other research/reporting materials is produced, and with any further inconsistencies that may emerge are identified and dealt with
- IAC0506 At least two different storyboards/outlines/plans, each indicating a different way assembled material could be used to tell the required content are provided, and decisions about prioritising/selecting/discarding material in each are justified

- IAC0507 The selection between the two alternative treatments is made based on the strength, appeal and appropriateness of the content and the time/resource constraints on content completion
- IAC0508 Other production and editorial team members who need to be notified of progress of and/or changes in the envisaged content are identified, and the required information is communicated to them in an appropriate format and tone and within required timeframe
- IAC0509 All material is lodged and labelled in required format for storage and future access

2.3 Provider Programme Accreditation Criteria

Physical Requirements:

- Training environment that can accommodate simulated news production setting or a real news production setting
- Policies, mission, style guide, production equipment, workflow, or be able to simulate these

Human Resource Requirements:

- Individual with 5 yearsâ experience in journalism (including digital) or equivalent academic qualification or both

Legal Requirements:

- Compliance with relevant occupational health, safety and environmental regulations
- Compliance with requirement of AQP

2.4 Exemptions

- None

3. 264203000-PM-03, Create publishable content, NQF Level 6, Credits 22

3.1 Purpose of the Practical Skill Modules

The focus of the learning in this module is on providing the learner an opportunity to produce publishable content or packages for journalistic purposes.

The learner will be required to:

- PM-03-PS01: Prepare to produce a content or package
- PM-03-PS02: Select and employ an appropriate writing style or packaging approach
- PM-03-PS03: Produce the first draft of assigned content or package
- PM-03-PS04: Review and self-edit the first draft of assigned content
- PM-03-PS05: Create an effective introduction or framing material
- PM-03-PS06: Create or source and integrate other required content (including page furniture or materials)
- PM-03-PS07: Conduct final checks and consultations on content and submit to appropriate next stage
- PM-03-PS08: Follow progress of content or package and provide appropriate pre-sign-off publishing assistance

3.2 Guidelines for Practical Skills

3.2.1. PM-03-PS01: Prepare to produce a content or package

Scope of Practical Skill

Given all the required materials (research and reporting findings, interview notes or recordings, content brief) and a real or simulated environment for news production, the learner must be able to:

- PA0101 Confirm what has changed and what has remained the same since the content was originally briefed out (including angle, length, format and platform, placement, deadline)
- PA0102 Check the current workflow/production situation in the newsroom and confirm the content's priority
- PA0103 Employ all required systems and equipment effectively

Applied Knowledge

- AK0101 Production environment systems and equipment (e.g. computers, video or audio editing apps, CMS)
- AK0102 Media production workflow and prioritisation processes
- AK0103 Criteria of genre-appropriacy for intended content
- AK0104 Techniques of synthesis, analysis, planning and creative thinking
- AK0105 Use of work aids such as dictionaries
- AK0106 Roles of other team members

Internal Assessment Criteria

- IAC0101 Appropriate role-players are contacted to check status of content or package, production flow and any modifications to original brief and this information is recorded accessibly for implementation

- IAC0102 Correct systems and equipment are selected and operated and assistance is sought from appropriate source if there are operational problems
- IAC0103 Other relevant team members are contacted, informed that work on the content has begun, and given advance warning if their participation will be required
- IAC0104 All content materials and work aids required at the initial stage are assembled methodically
- IAC0105 Appropriate planning/outlining tools are employed to generate a skeleton for the content or package

3.2.2. PM-03-PS02: Select and employ an appropriate writing style or packaging approach

Scope of Practical Skill

Given all the materials required to assemble assigned content or package, organisational style guidance and a range of comparative examples, the learner must be able to:

- PA0201 Describe and evaluate a range of writing styles
- PA0202 Describe and evaluate a range of content or package structures
- PA0203 Explain what factors determine choice of style and structure
- PA0204 Select an appropriate style and structure for the assigned content and justify the selection

Applied Knowledge

- AK0201 Knowledge of the mission, news values, idiomatic features and users of the publishing platform
- AK0202 Knowledge of in-house style standards and preferences
- AK0203 Contents of the brief, particularly placement decisions
- AK0204 Repertoire of writing and packaging styles and structures
- AK0205 Relationship of style and structure to the idiomatic features and requirements of various alternative publishing platforms

Internal Assessment Criteria

- IAC0201 Content/package examples from a range of contexts are evaluated in terms of the effectiveness of the style/structure decisions made
- IAC0202 Alternative possible treatments for the assigned content are discussed in terms of the mission, news values, user preferences and idiomatic features of the intended publishing platform
- IAC0203 A treatment style and structure for the assigned content is chosen and a clear rationale for the choice is provided
- IAC0204 Changes in the treatment, style and structure of the assigned content for presentation on at least one alternative publishing platform are described and explained (e.g. from print to online, or from radio to print)

3.2.3. PM-03-PS03: Produce the first draft of assigned content or package

Scope of Practical Skill

Given all the materials and information required for the production of an assigned content, the learner must be able to:

- PA0301 Create a draft or first cut that conforms to length and other specified brief requirements (angle, treatment etc.)
- PA0302 Create the draft or first cut within a timeframe that allows for reconsideration, editing and revision
- PA0303 Consult all relevant role-players and decision-makers about the draft, process feedback and undertake any additional work required for suggested changes
- PA0304 Save the first draft according to system requirements so that it can be retrieved

Applied Knowledge

- AK0301 Briefing information as modified in the course of reporting and preparation processes
- AK0302 Relevant role-players to consult on draft content
- AK0303 Timeframes and deadlines
- AK0304 Techniques and sources for supplementing content materials including the appropriate uses of online information
- AK0305 Dealing with feedback
- AK0306 Processes and systems for storing draft work

Internal Assessment Criteria

- IAC0301 A first draft of the assigned content is produced within the agreed timeframe
- IAC0302 The first draft largely reflects briefing requirements concerning length, angle, treatment and any other specified features
- IAC0303 Feedback is sought on the first draft from appropriate sources
- IAC0304 A plan (with timeframe) is presented for modifying/ improving the content in accordance with feedback
- IAC0305 The draft is stored safely and accessibly using the appropriate workplace system

3.2.4. PM-03-PS04: Review and self-edit the first draft of assigned content

Scope of Practical Skill

Given own first draft of assigned content/package and relevant information, work aids and reference tools, the learner must be able to:

- PA0401 Review the first draft of own content in terms of its conformity to brief, fitness for purpose, strengths and weaknesses
- PA0402 Check and correct spelling and grammar including the spelling of proper names and grammar, syntax, expression, and any deviations from house style and format requirements
- PA0403 Use checklists to assess and correct other content aspects including interest, accuracy, suitability for genre and platform
- PA0404 Modify wording or seek more senior/expert guidance to deal with any legal or ethical problems the content as drafted poses
- PA0405 Check and improve flow, logic and sequencing of information
- PA0406 Plan and implement any other work required by self or other role-players to produce an improved subsequent version
- PA0407 Manage self-editing and revision within required timeframe

- PA0408 Notify other relevant team members of changes in content which may affect them
- PA0409 Store the new version to the text/package in accordance with system requirements

Applied Knowledge

- AK0401 Most recent briefing information
- AK0402 House style guides and other relevant work aids
- AK0403 Most recent workflow and content scheduling information
- AK0404 Repertoire of techniques for editing and revision
- AK0405 Media law and ethics requirements
- AK0406 Generic language rules and range/use of additional language reference tools

Internal Assessment Criteria

- IAC0401 First draft of own content is edited using brief, style guidance and other work aids and workplace guidance
- IAC0402 Self-editing is completed within required timeframe
- IAC0403 Changes resulting from self-editing are notified to other relevant team members in a timely fashion
- IAC0404 Need for expert advice is flagged in the case of legal/ethical dilemmas
- IAC0405 New version of content/package is stored safely and accessibly as per system requirements

3.2.5. PM-03-PS05: Create an effective introduction or framing material

Scope of Practical Skill

Given a news assignment for a defined purpose, placement, platform and audience, a content draft and all necessary content materials and examples of comparable content/packages, the learner must be able to:

- PA0501 Explain the role of the introduction or opening/framing material in terms of narrative structure, reader/user appeal and behaviour and search engine behaviour
- PA0502 Identify and analyse interesting examples of introductions to other content or packages in terms of their strengths and weaknesses
- PA0503 Identify the most compelling/intriguing/appealing elements in own content materials in terms of content purpose, audience and platform
- PA0504 Reorganise or re-frame the draft to ensure that this material is utilised in the introduction
- PA0504 Ensure that the introduction is well linked to the rest of the content and serves as its thematic organiser

Applied Knowledge

- AK0501 Role of introductory material across all publishing platforms
- AK0502 Options for different approaches to creating introductions and the strengths and weaknesses of each
- AK0503 Repertoire of narrative structuring and linking tools
- AK0504 Reader/user behaviour when selecting/beginning a content

- AK0505 Tools for creating flow and links in a content (Search Engine Behaviour [SEB])

Internal Assessment Criteria

- IAC0501 Different types of introduction are discussed and analysed in terms of their strengths and weaknesses
- IAC0502 An appropriate selection of introductory material is made for the assigned content/package, and the selection can be justified in terms of narrative structure, reader/user appeal and behaviour and search engine behaviour
- IAC0503 The introductory material is processed and placed at the beginning of the assigned content/package; all consequent re-structuring and re-linking are completed to ensure that coherence/flow is maintained
- IAC0504 The introductory material is attractive, appealing to readers and appropriate for the rest of the content/package

3.2.6. PM-03-PS06: Create or source and integrate other required content (including page furniture or materials)

Scope of Practical Skill

Given own assigned content/package, the learner must be able to:

- PA0601 Identify all required content (including page furniture or materials) required for own assigned/content package in terms of own function within content creation, organizational style and platform needs
- PA0602 Describe the characteristics, quality and formatting requirements of effective page furniture and/or additional materials and employ them appropriately
- PA0603 Critique a range of examples of page furniture/additional materials in terms of their strengths and weaknesses
- PA0604 Identify responsibility within content creation team for creating or sourcing elements that are not within own role
- PA0605 Source, select or create those elements which are own responsibility, discuss alternatives and justify own selection and integrate into content/package
- PA0606 Provide useful, complete information to other team members who source or create elements that are not own responsibility (timely, full, accurate, relevant)

Applied Knowledge

- AK0601 Role of page furniture and other additional materials in the effectiveness of a content/package
- AK0602 Style/format options for these elements and the strengths and weaknesses of different options
- AK0603 Roles and functions within the content creation team
- AK0604 Technical, system and quality requirements for additional elements
- AK0605 External sources of additional elements (e.g. agencies, link-able online resources) and the rules and conventions relating to the use of these
- AK0606 Page furniture (including but not limited to headline, pull-quotes, section headings, still images and captions including galleries, graphics, sound or video clips, curated links, SEO keywords, HTML tags and other system features)

Internal Assessment Criteria

- IAC0601 The range of additional elements a content/package can need and the function of each are defined and described
- IAC0602 Examples of additional content/package elements are critiqued in terms of quality, effectiveness and relevance
- IAC0603 A chart/flow diagram of the production process is drawn, indicating whose responsibility the sourcing or creation of additional elements is and at which stage in the process
- IAC0604 Own responsibilities are specified in the chart/flow diagram
- IAC0605 The additional elements own content requires are identified and the specification for each are described
- IAC0606 Those elements which are own responsibility to specification are created or sourced and integrated into the content/package
- IAC0607 Relevant team members are effectively communicated with to ensure the creation or sourcing of remaining additional elements

3.2.7. PM-03-PS07: Conduct final checks and consultations on content and submit to appropriate next stage

Scope of Practical Skill

Given a complete assigned content/package, and comparable examples, the learner must be able to:

- PA0701 Conduct all required final consultations, verifications and quality checks
- PA0702 Make final changes/corrections to ensure content/package is of publishable quality
- PA0703 Communicate effectively with other team members about content/package progress
- PA0704 Identify the appropriate next recipient of the content in the production chain and employ systems correctly to pass the content on
- PA0705 Archive content records according to requirements

Applied Knowledge

- AK0701 Publishable quality means fitness for purpose, appeal, accuracy, expression, legal and ethical requirements, timelines, formatting etc.
- AK0702 Organisational checklists and other aids for finalizing content/package for next stage
- AK0703 Roles, responsibilities and timeframes in the media environment
- AK0704 System requirements and processes for sending content/package on and archiving

Internal Assessment Criteria

- IAC0701 A systematic checking process on own final version of assigned content/package is conducted before passing it on, and changes/corrections are made where required
- IAC0702 The final checking process within content/package timeframe is conducted
- IAC0703 Other examples of content /packages are evaluated, indicating where final checks were inadequate and additional changes/corrections would have improved the content
- IAC0704 Content meets the requirements of the brief, length, time and in all other respects is fit for purpose at that stage in the process
- IAC0705 The content/package is passed on and archived according to specified workplace processes and system requirements

- IAC0706 All required communication and record-keeping relating to this stage of production on this assignment are completed

3.2.8. PM-03-PS08: Follow progress of content or package and provide appropriate pre-sign-off publishing assistance

Scope of Practical Skill

Given a completed reporting assignment in either a real or simulated production environment, the learner must be able to:

- PA0801 Explain why it is necessary to stay with own content or package even after it is out of own hands
- PA0802 Organise self and time to remain present or accessible to answer queries from other team members
- PA0803 Retrieve or access material efficiently to answer questions which arise during further processing of content/package
- PA0804 Conduct any follow-up promised to news subjects or others related to the content/package (e.g. notifying interviewees when package will be broadcast)

Applied Knowledge

- AK0801 Roles responsibilities and timeframes in the content creation process
- AK0802 Self and time-management and communication skills
- AK0803 Effective archiving of content materials
- AK0804 Ethical responsibilities to news subjects

Internal Assessment Criteria

- IAC0801 Accessibility (in media production environment or by phone) is maintained to deal with content/package queries until assignment receives final sign-off
- IAC0802 The reason for responsibility to team and content during final production phase is explained
- IAC0803 Information is stored to enable efficient retrieval or access in order to deal with queries
- IAC0804 Communication is maintained with news subjects where information about the publication had been promised

3.3 Provider Programme Accreditation Criteria

Physical Requirements:

- Training environment that can accommodate simulated news production setting or a real news production setting
- Policies, mission, style guide, production equipment, workflow, or be able to simulate these

Human Resource Requirements:

- Individual with 5 years' experience in journalism (including digital) or equivalent academic qualification or both

Legal Requirements:

- Compliance with relevant occupational health, safety and environmental regulations

- Compliance with requirement of AQP

3.4 Exemptions

- None

4. 264203000-PM-04, Develop work-relevant personal skills, NQF Level 5, Credits 6

4.1 Purpose of the Practical Skill Modules

The focus of the learning in this module is on providing the learner an opportunity to undertake professional self-reflection to develop those personal skills and approaches most supportive of effective working practices.

The learner will be required to:

- PM-04-PS01: Manage stress
- PM-04-PS02: Manage time
- PM-04-PS03: Manage conflict

4.2 Guidelines for Practical Skills

4.2.1. PM-04-PS01: Manage stress

Scope of Practical Skill

Given the opportunity to reflect on own experience after at least one full production cycle in a real or simulated working environment and access to a mentor for discussions, the learner must be able to:

- PA0101 Identify own main workplace stress factors
- PA0102 Take relevant, realistic steps to deal with own stress
- PA0103 Seek help or support for symptoms of stress
- PA0104 Provide support for stressed colleagues

Applied Knowledge

- AK0101 Work/life tensions
- AK0102 The impact of multiple, rigid, often conflicting deadlines
- AK0103 The impact of workplace change and uncertainty
- AK0104 The impact of reporting on traumatic situations and absorbing the stress of traumatised interviewees
- AK0105 The symptoms of stress
- AK0106 Resources available within the organisation for dealing with stress

Internal Assessment Criteria

- IAC0101 Stress factors specific to the workplace and own tasks and role are noted in the work journal
- IAC0102 The work journal is used as the basis for discussions with mentor about stress and solutions
- IAC0103 A list of organisational and other sources of help for stress is created as part of the contacts book
- IAC0104 Comments on a fictional scenario or scenarios about stressed colleagues, suggesting what self could do to assist, and steps the subject of the scenario might take

4.2.2. PM-04-PS02: Manage time

Scope of Practical Skill

Given participation in a complete production cycle in a real or simulated news environment, the learner must be able to:

- PA0201 Describe the production cycle and highlight points in the workflow where time management is particularly crucial or difficult, with particular reference to the different news cycles of print and online
- PA0202 Select from a range of different time-management techniques those most appropriate for self and the specific circumstances of news production
- PA0203 Prioritise own tasks decisively and flexibly in the context of rapidly changing news production priorities
- PA0204 Communicate effectively with team to both elicit and impart information about changes in deadlines and timeframes
- PA0205 Employ time-management to support better handling of stress and conflict

Applied Knowledge

- AK0201 Repertoire of time planning and management techniques
- AK0202 Understanding of strengths and weaknesses of own reporting process
- AK0203 Production workflow, deadline structure, and responsibilities of colleagues and other role-players
- AK0204 Production timeframes of news on different platforms and how these may conflict
- AK0205 How breaking news impacts on news production cycles

Internal Assessment Criteria

- IAC0201 Records of incidents of (own and workplace) time management problems are noted in the work journal
- IAC0202 A flowchart of the production cycle is drawn and bottlenecks and stress points are highlighted and analysed
- IAC0203 The causes of stress points and bottlenecks are reflected upon in discussion with a mentor and options are prioritised for dealing better with time management issues recorded in diary
- IAC0204 The communications required with other team-members and their appropriate information content are listed in a given hypothetical time-management crisis
- IAC0205 All deadlines are met

4.2.3. PM-04-PS03: Manage conflict

Scope of Practical Skill

Given both experience of a real or simulated news production environment and a set of hypothetical conflict scenarios, the learner must be able to:

- PA0301 Behave appropriately in a situation of conflict
- PA0302 Discriminate between routine workplace disagreements and more serious conflictual situations
- PA0303 Employ conflict management techniques to support better handling of stress and time-management crises

Applied Knowledge

- AK0301 Law relating to conflict at work (LRA, sexual harassment; racism; right to dignity etc.)
- AK0302 Appropriate workplace behaviour and self-presentation
- AK0303 Appropriate online behaviour at work
- AK0304 Difference between assertiveness and aggression
- AK0305 Organisational codes of behaviour and disciplinary processes
- AK0306 Workplace culture
- AK0307 Repertoire of conflict-management techniques

Internal Assessment Criteria

- IAC0301 Observed incidents of conflict are recorded in a work journal
- IAC0302 Incidents of conflict are discussed and analysed in terms of applicable laws, codes and workplace culture
- IAC0303 Conflict management skills are demonstrated in given conflict scenarios

4.3 Provider Programme Accreditation Criteria

Physical Requirements:

- Training environment that can accommodate simulated news production setting or a real news production setting
- Policies, mission, style guide, production equipment, workflow, or be able to simulate these

Human Resource Requirements:

- Individual with 5 years' experience in journalism (including digital) or equivalent academic qualification or both
- Access for this individual into mentoring support

Legal Requirements:

- Compliance with relevant occupational health, safety and environmental regulations
- Compliance with requirement of AQP

4.4 Exemptions

- None

SECTION 3C: WORK EXPERIENCE MODULE SPECIFICATIONS

List of Work Experience Module Specifications

- 264203000-WM-01, Processes to observe and assist an experienced journalist in a selected range of journalistic activities, NQF Level 5, Credits 4
- 264203000-WM-02, Processes to work as a junior member of a team to produce content, NQF Level 5, Credits 8
- 264203000-WM-03, Processes to work with news production colleagues on assigned content that is accepted for publication, NQF Level 5, Credits 28
- 264203000-WM-04, Processes to work on self-generated content that is accepted for publication, NQF Level 6, Credits 36

1. 264203000-WM-01, Processes to observe and assist an experienced journalist in a selected range of journalistic activities, NQF Level 5, Credits 4

1.1 Purpose of the Work Experience Modules

The focus of the work experience is on providing the learner an opportunity to:

gain structured experience in a selected range of journalistic activities within required time frames and according to professional and organisational procedures and protocols.

The learner will be required to:

- WM-01-WE01: Observe an experienced journalist originate and pitch content ideas over at least one production cycle
- WM-01-WE02: Observe and assist an experienced journalist report by gathering information and materials over at least one full production cycle
- WM-01-WE03: Observe and assist an experienced journalist create publishable content

1.2 Guidelines for Work Experiences

1.2.1. WM-01-WE01: Observe an experienced journalist originate and pitch content ideas over at least one production cycle

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0101 Familiarise self with roles, terminology, processes and outputs of a media production unit over two production cycles on each of two platforms
- WA0102 Observe the generated content ideas
- WA0103 Seek and process feedback and revise content ideas
- WA0104 Maintain ideas/contacts books
- WA0105 Participate, if required, in relevant content planning forums

Supporting Evidence

- SE0101 Reflections in journal
- SE0102 Relevant documentation for portfolio
- SE0103 Supervisor/Mentor's report

1.2.2. WM-01-WE02: Observe and assist an experienced journalist report by gathering information and materials over at least one full production cycle

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0201 Attend 3 relevant content planning meetings and make notes
- WA0202 Observe others participating and seeking clarification on length/duration, placement, treatment, focus, angle, resources and deadline for own content
- WA0203 Observe the collection and collation of material for content
- WA0204 Observe the preparation for an interview

- WA0205 Record selected information from reporting and research in appropriate formats and select and prepare information for use when compiling the content
- WA0206 Observe interviews being conducted (at least one of face-to-face, telephonically and electronically)
- WA0207 Observe the review of content materials including an interview

Supporting Evidence

- SE0201 Reflections in journal
- SE0202 Relevant documentation for portfolio
- SE0203 Supervisor/Mentorâs report

1.2.3. WM-01-WE03: Observe and assist an experienced journalist create publishable content

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0301 Prepare to create content or package
- WA0302 Select and employ an appropriate writing style or packaging approach
- WA0303 Create or source and integrate other required page furniture or materials
- WA0304 Conduct final checks and consultations on content or package and submit to appropriate next stage
- WA0305 Follow progress of content or package and provide appropriate pre-sign-off publishing assistance

Supporting Evidence

- SE0301 Reflections in journal
- SE0302 Relevant documentation for portfolio
- SE0303 Supervisor/Mentorâs report

1.3 Contextualised Workplace Knowledge

1 Standard operating procedures

2 Policies, checklists, etc.

3 News production site operations

4 Style guides or other work aids

5 Workplace culture

1.4 Criteria for Workplace Approval

Physical Requirements:

- Real and authentic working media production environment

Human Resource Requirements:

- Journalist with at least 1 yearâs experience
- A supervisor of the work experience modules

Legal Requirements:

- Compliance with health and safety
- Compliance with AQPâ□□s requirements

1.5 Additional Assignments to be Assessed Externally

Portfolio of Evidence requirements: â□ç Notes on production unit organisation â□ç Notes on meetings attended â□ç Ideas book and contacts archives â□ç Checklists

Of the total content contained in the PoE at least 50% must be published on any of the work experience unitâ□□s platforms.

The PoE must be first assessed internally by the supervisor, mentor or trainer before presentation for discussion at the external assessment.

2. 264203000-WM-02, Processes to work as a junior member of a team to produce content, NQF Level 5, Credits 8

2.1 Purpose of the Work Experience Modules

The focus of the work experience is on providing the learner an opportunity to:

gain structured experience to carry out support tasks in the production of content.

The learner will be required to:

- WM-02-WE01: Work under the direction of an experienced journalist or supervisor to originate and pitch content ideas
- WM-02-WE02: Work under the direction of an experienced journalist or supervisor to gather information and materials
- WM-02-WE03: Work under the direction of an experienced journalist or supervisor to create publishable content

2.2 Guidelines for Work Experiences

2.2.1. WM-02-WE01: Work under the direction of an experienced journalist or supervisor to originate and pitch content ideas

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0101 Carry out any task pertaining to origination and pitching of content ideas, assigned by the supervisor or mentor
- WA0102 Perform tasks effectively and efficiently within deadlines
- WA0103 Communicate with all relevant players on any aspect pertaining to origination and pitching of content ideas
- WA0104 Attend meetings at the instruction of a supervisor/mentor and provide feedback to supervisor/mentor
- WA0105 Deepen and increase own exposure to processes related to origination and pitching of content ideas

Supporting Evidence

- SE0101 Reflections in journal
- SE0102 Relevant documentation for portfolio
- SE0103 Supervisor/Mentor's report

2.2.2. WM-02-WE02: Work under the direction of an experienced journalist or supervisor to gather information and materials

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0201 Carry out any task pertaining to gathering information and materials, assigned by the supervisor
- WA0202 Perform tasks effectively and efficiently within deadlines

- WA0203 Communicate with all relevant players on any aspect pertaining to gathering information and materials
- WA0204 Attend meetings at the instruction of a supervisor and provide feedback to supervisor
- WA0205 Deepen and increase own exposure to processes related to gathering information and materials

Supporting Evidence

- SE0201 Reflections in journal
- SE0202 Relevant documentation for portfolio
- SE0203 Supervisor/Mentorâ€™s report

2.2.3. WM-02-WE03: Work under the direction of an experienced journalist or supervisor to create publishable content

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0301 Carry out any task pertaining to creating publishable content, assigned by the supervisor
- WA0302 Perform tasks effectively and efficiently within deadlines
- WA0303 Communicate with all relevant players on any aspect pertaining to creating publishable content
- WA0304 Attend meetings at the instruction of a supervisor and provide feedback to supervisor
- WA0305 Deepen and increase own exposure to processes related to creating publishable content

Supporting Evidence

- SE0301 Reflections in journal
- SE0302 Relevant documentation for portfolio
- SE0303 Supervisor/Mentorâ€™s report

2.3 Contextualised Workplace Knowledge

1 Standard operating procedures

2 Policies, checklists, etc.

3 Workplace culture

4 Job descriptions of those who are senior to the journalist (organogram)

5 Supervisor may be your line manager

6 Mentor can be anyone responsible for coaching

2.4 Criteria for Workplace Approval

Physical Requirements:

- Real and authentic working media production environment

Human Resource Requirements:

- Journalist with at least 1 yearâ€™s experience

- A supervisor of the work experience modules

Legal Requirements:

- Compliance with health and safety
- Compliance with AQPâ□□s requirements

2.5 Additional Assignments to be Assessed Externally

None

3. 264203000-WM-03, Processes to work with news production colleagues on assigned content that is accepted for publication, NQF Level 5, Credits 28

3.1 Purpose of the Work Experience Modules

The focus of the work experience is on providing the learner an opportunity to:

gain structured experience to work with colleagues on assigned content that is accepted for publication.

The learner will be required to:

- WM-03-WE01: Prepare for an interview in consultation with colleagues
- WM-03-WE02: Attend content planning meeting and collect and collate material for content
- WM-03-WE03: Conduct an interview
- WM-03-WE04: Review interview outcomes and sources critically and synthesise into raw materials for content in consultation with colleagues
- WM-03-WE05: Create publishable content

3.2 Guidelines for Work Experiences

3.2.1. WM-03-WE01: Prepare for an interview in consultation with colleagues

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0101 Determine the assignment demands and the requirements for specific content, perspectives, images and sounds of the publishing platform
- WA0102 Identify any legal or ethical implications of the product's content or the range of intended interviewees
- WA0103 Determine the most suitable interview format
- WA0104 Prioritise interviewees
- WA0105 Plan the topic, wording and order of questions for the interview and decide the interview tone and purpose
- WA0106 Assemble and check the equipment required to conduct the interview
- WA0107 Organise and confirm logistical arrangements or make other appropriate plans for e.g. a 'doorstep' or emergency interview
- WA0108 Plan for any special considerations that apply to the selected types of interviews
- WA0109 Choose / decide the best place to conduct the interview

Supporting Evidence

- SE0101 Reflections in journal
- SE0102 Relevant documentation for portfolio
- SE0103 Supervisor/Mentor's report

3.2.2. WM-03-WE02: Attend content planning meeting and collect and collate material for content

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0201 Participate in content planning meeting, contribute ideas towards other content presented and seek clarification for own content
- WA0202 Take action immediately after the meeting to initiate reporting on own tasks, including creating a time/action plan to efficiently manage multiple tasks
- WA0203 Formulate relevant research and reporting questions and identify other (background) material that the content will require in consultation with colleagues
- WA0204 Identify and utilise relevant resources and role-players to answer these questions and provide this material in consultation with colleagues
- WA0205 Develop criteria of utility, relevance and appropriacy that can be used for sifting content ingredients
- WA0206 Record information from reporting and research in appropriate formats
- WA0207 Select and prepare information for use when compiling the content

Supporting Evidence

- SE0201 Reflections in journal
- SE0202 Relevant documentation for portfolio
- SE0203 Supervisor/Mentor's report
- SE0204 News/assignment diary records

3.2.3. WM-03-WE03: Conduct an interview

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0301 Start the interview with appropriate protocols, contextualisation and explanation of ground-rules
- WA0302 Ensure that any colleagues are appropriately positioned and observe expected decorum
- WA0303 Present self in an appropriate manner
- WA0304 Demonstrate sensitivity towards cultural norms
- WA0305 Employ a range of questioning and conversational techniques
- WA0306 Employ empathy and flexibility to select new strategies and questions throughout the interaction
- WA0307 Respond appropriately to problems and pitfalls that may occur during the conversation
- WA0308 Use techniques such as follow-up questioning and 'reflecting back'
- WA0309 Show courtesy to other members of the interview team and ensure space for their activities
- WA0310 Complete interview within agreed timeframe and resource limits
- WA0311 Use the selected recording format for the interview (notes, recording, etc) effectively
- WA0312 Demonstrate professionalism throughout the interview
- WA0313 Thank the interviewee and any colleagues
- WA0314 Spell out, agree and record any follow-up required

- WA0315 Check completeness of record before exiting the interview venue
- WA0316 Check and correct any written interview notes immediately after exiting the venue

Supporting Evidence

- SE0301 Reflections in journal
- SE0302 Relevant documentation for portfolio
- SE0303 Interview notes, transcripts and/or recordings of interview/s
- SE0304 Supervisor/Mentorâs report

3.2.4. WM-03-WE04: Review interview outcomes and sources critically and synthesise into raw materials for content in consultation with colleagues

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0401 Review the interview recording/notes
- WA0402 Identify/select and locate useable portions of the interview
- WA0403 Identify information gaps and any other type of required follow-up, and implement a strategy to deal with these
- WA0404 Integrate interview notes/recording with other resources and information collected for the content
- WA0405 Select and justify the most appropriate narrative and structural option for the content
- WA0406 Communicate on an ongoing basis with line manager and/or relevant team any changes required to content or publication plans
- WA0407 Identify any other editing tasks the notes/recording require
- WA0408 Label and retain notes/record accessibly and in conformity with legal and organisational requirements

Supporting Evidence

- SE0401 Reflections in journal
- SE0402 Relevant documentation for portfolio
- SE0403 Supervisor/Mentorâs report
- SE0404 Recording notes or transcripts of the interview(s)
- SE0405 Evidence of selections from notes, recordings or transcripts

3.2.5. WM-03-WE05: Create publishable content

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0501 Confirm what has changed and what has remained the same since the content was originally briefed out
- WA0502 Check the current workflow/production situation in the workplace and confirm the contentâs priority

- WA0503 Select an appropriate style and structure for the content
- WA0504 Create a draft or first cut that conforms to all specified brief requirements, within given timeframe
- WA0505 Conduct relevant consultation about the draft, process feedback and undertake any additional work required for suggested changes
- WA0506 Save the first draft according to system requirements
- WA0507 Review the first draft
- WA0508 Apply a range of techniques to correct spelling, wording, flow, logic, sequencing content aspects including interest, accuracy, suitability for genre and platform and save changes
- WA0509 Notify other relevant team members of changes in content which may affect them
- WA0510 Reorganise or re-frame the draft to produce an introduction that is well linked to the rest of the content and serves as its thematic organiser
- WA0511 Create or source and integrate other required page furniture or materials
- WA0512 Provide useful, complete information to other team members who source or create elements that are not own responsibility (timely, full, accurate, relevant)
- WA0513 Conduct final checks and consultations on content or package and submit to appropriate next stage
- WA0514 Remain accessible for queries and follow-up

Supporting Evidence

- SE0501 Reflections in journal
- SE0502 Relevant documentation for portfolio
- SE0503 Supervisor/Mentorâs report
- SE0504 First draft or cut
- SE0505 Final published version, if applicable

3.3 Contextualised Workplace Knowledge

1 Standard operating procedures

2 Policies, checklists, etc.

3 Workplace culture

3.4 Criteria for Workplace Approval

Physical Requirements:

- Real and authentic working media production environment

Human Resource Requirements:

- Journalist with at least 1 yearâs experience
- A supervisor of the work experience modules

Legal Requirements:

- Compliance with health and safety

- Compliance with AQPA's requirements

3.5 Additional Assignments to be Assessed Externally

Portfolio of Evidence requirements: Recording notes or transcripts of the interview(s)
 Evidence of selection from notes, recordings or transcripts First draft or cut Final draft or
cut Final published version, if applicable

Of the total content contained in the PoE at least 50% must be published on any of the work experience unit's platforms.

The PoE must be first assessed internally by the supervisor, mentor or trainer before presentation for discussion at the external assessment.

4. 264203000-WM-04, Processes to work on self-generated content that is accepted for publication, NQF Level 6, Credits 36

4.1 Purpose of the Work Experience Modules

The focus of the work experience is on providing the learner an opportunity to: gain structured experience to work on self-generated content.

The learner will be required to:

- WM-04-WE01: Originate and pitch content ideas
- WM-04-WE02: Prepare for an interview
- WM-04-WE03: Attend content planning meeting and collect and collate material for content (media product)
- WM-04-WE04: Conduct an interview
- WM-04-WE05: Review interview outcomes and sources critically and synthesise into raw materials for content
- WM-04-WE06: Create publishable content

4.2 Guidelines for Work Experiences

4.2.1. WM-04-WE01: Originate and pitch content ideas

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0101 Critically analyse how each media product relates to platform, context, mission and audience
- WA0102 Critically synthesise findings about own and other media to generate general conclusions about the relationship of a media product to its platform, context, mission and audience
- WA0103 Employ tools for idea generation and mine a variety of sources for content ideas
- WA0104 Generate and prioritise at least two content ideas, each designed for a different platform
- WA0105 Ensure that the content idea is compatible with company mission, resource and platform requirements and constraints
- WA0106 Identify and address any legal or ethical ideas relating to the content idea
- WA0107 Present the two content ideas, and seek and process feedback and revise content ideas
- WA0108 Select the most appropriate of the two content ideas
- WA0108 Develop a "script" for pitching from the content idea
- WA0109 Deliver the pitch to an appropriate forum, participate in discussions on own pitch, further modify the pitch in the light of discussions and turn the pitch into a practical action plan for reporting

Supporting Evidence

- SE0101 Reflections in journal
- SE0102 Relevant documentation for portfolio
- SE0103 Supervisor/Mentor's report
- SE0104 Action plan

- SE0105 Observation checklist for the presentation

4.2.2. WM-04-WE02: Prepare for an interview

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0201 Determine what the assignment demands and the requirements for specific contents, perspectives, images and sounds of the publishing platform
- WA0202 Identify any legal or ethical implications of the content or the range of intended interviewees
- WA0203 Determine the most suitable interview format
- WA0204 Prioritise interviewees
- WA0205 Decide the interview tone and purpose and then plan the topic, wording and order of questions for the interview
- WA0206 Assemble and check the equipment required to conduct the interview
- WA0207 Organise and confirm logistical arrangements or make other appropriate plans for e.g. a 'doorstep' or emergency interview
- WA0208 Plan for any special considerations that apply to the types of interviews conducted

Supporting Evidence

- SE0201 Reflections in journal
- SE0202 Relevant documentation for portfolio
- SE0203 Supervisor/Mentor's report
- SE0204 Content notes

4.2.3. WM-04-WE03: Attend content planning meeting and collect and collate material for content (media product)

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0301 Participate in content planning meeting, contribute ideas towards other content presented and seek clarification for own content
- WA0302 Take action immediately after the meeting to initiate reporting on own tasks, including creating a time/action plan to efficiently manage multiple tasks
- WA0303 Formulate relevant research and reporting questions and identify other material that the content will require
- WA0304 Identify and utilise relevant resources and role-players to answer these questions and provide this material
- WA0305 Develop criteria of utility, relevance and appropriacy that can be used for sifting content ingredients
- WA0306 Record information from reporting and research in appropriate formats
- WA0307 Select and prepare information for use when compiling the content

Supporting Evidence

- SE0301 Reflection in journal
- SE0302 Relevant documentation for portfolio
- SE0303 Interview notes, transcripts and/or recordings of interview/s

4.2.4. WM-04-WE04: Conduct an interview

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0401 Start the interview with appropriate protocols, contextualisation and explanation of ground-rules
- WA0402 Present self in an appropriate manner
- WA0403 Demonstrate sensitivity towards cultural norms
- WA0404 Employ a range of questioning and conversational techniques
- WA0405 Employ empathy and flexibility to select new strategies and questions throughout the interaction
- WA0406 Respond appropriately to problems and pitfalls that may occur during the conversation
- WA0407 Use techniques such as follow-up questioning and 'reflecting back'
- WA0408 Show courtesy to other members of the interview team and ensure space for their activities
- WA0409 Complete interview within agreed timeframe and resource limits
- WA0410 Use the selected recording format for the interview (notes, recording, etc) effectively
- WA0411 Demonstrate professionalism throughout the interview
- WA0412 Thank the interviewee
- WA0413 Spell out, agree and record any follow-up required
- WA0414 Check completeness of record before exiting the interview venue
- WA0415 Check and correct any written interview notes immediately after exiting the venue

Supporting Evidence

- SE0401 Reflection in journal
- SE0402 Relevant documentation for portfolio
- SE0403 Interview notes, transcripts and/or recordings of interview/s

4.2.5. WM-04-WE05: Review interview outcomes and sources critically and synthesise into raw materials for content

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0501 Review the interview recording/notes
- WA0502 Locate useable portions of the interview

- WA0503 Identify information gaps and any other type of required follow-up, and implement a strategy to deal with these
- WA0504 Integrate interview notes/recording with other resources and information collected for the content
- WA0505 Select and justify the most appropriate narrative and structural option for the content
- WA0506 Communicate with line manager any changes required to content or publication plans
- WA0507 Identify any other editing tasks the notes/recording require
- WA0508 Label and retain notes/record accessibly and in conformity with legal and organisational requirements

Supporting Evidence

- SE0501 Journal
- SE0502 Relevant documentation for portfolio
- SE0503 Supervisor/Mentorâs report
- SE0504 Recording notes or transcripts of the interview(s)
- SE0505 Evidence of selections from notes, recordings or transcripts

4.2.6. WM-04-WE06: Create publishable content

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0601 Confirm what has changed and what has remained the same since the content was originally briefed out
- WA0602 Check the current workflow/production situation in the newsroom and confirm the contentâs priority
- WA0603 Select an appropriate style and structure for the content
- WA0604 Create a draft or first cut that conforms to all specified brief requirements, within given timeframe
- WA0605 Consult all relevant role-players and decision-makers about the draft, process feedback and undertake any additional work required for suggested changes
- WA0606 Save the first draft according to system requirements
- WA0607 Review the first draft
- WA0608 Apply a range of techniques to correct spelling, wording, flow, logic, sequencing and content aspects including interest, accuracy, suitability for genre and platform and save changes
- WA0609 Reorganise or re-frame the draft to produce an introduction that is well linked to the rest of the content and serves as its thematic organiser
- WA0610 Create or source and integrate other required page furniture or materials
- WA0611 Conduct final checks and consultations on content or package and submit to appropriate next stage
- WA0612 Remain accessible for queries and be prepared to retrieve and access material for queries

- WA0613 Communicate on an ongoing basis with relevant production unit role-players regarding changes to content

Supporting Evidence

- SE0601 Reflections in journal
- SE0602 Relevant documentation for portfolio
- SE0603 Supervisor/Mentor's report
- SE0604 First draft or cut
- SE0605 Final published version, if applicable

4.3 Contextualised Workplace Knowledge

1 Standard operating procedures

2 Policies, checklists, etc.

3 Workplace culture

4.4 Criteria for Workplace Approval

Physical Requirements:

- Real and authentic working news production environment

Human Resource Requirements:

- Journalist with at least 1 year's experience
- A supervisor of the work experience modules

Legal Requirements:

- Compliance with health and safety
- Compliance with AQP's requirements

4.5 Additional Assignments to be Assessed Externally

Portfolio of Evidence requirements: Action plan Observation checklist for the presentation Content notes (research notes) Draft list of questions for interview, Interview notes or recording Recording notes or transcripts of the interview(s) Evidence of selections from notes, recordings or transcripts

Of the total content contained in the PoE at least 50% must be published on any of the work experience unit's platforms.

The PoE must be first assessed internally by the supervisor, mentor or trainer before presentation for discussion at the external assessment.

SECTION 4: STATEMENT OF WORK EXPERIENCE

Curriculum Number:	264203000
Curriculum Title:	Journalist

Learner Details	
Name:	
ID Number:	

Employer Details	
Company Name:	
Address:	
Supervisor Name:	
Work Telephone:	
E-Mail:	

264203000-WM-01, Processes to observe and assist an experienced journalist in a selected range of journalistic activities, NQF Level 5, Credits 4

WM-01-WE01	Observe an experienced journalist originate and pitch content ideas over at least one production cycle		
	Scope Work Experience	Date	Signature
WA0101	Familiarise self with roles, terminology, processes and outputs of a media production unit over two production cycles on each of two platforms		
WA0102	Observe the generated content ideas		
WA0103	Seek and process feedback and revise content ideas		
WA0104	Maintain ideas/contacts books		
WA0105	Participate, if required, in relevant content planning forums		
	Supporting Evidence	Date	Signature
SE0101	Reflections in journal		
SE0102	Relevant documentation for portfolio		
SE0103	Supervisor/Mentor's report		
WM-01-WE02	Observe and assist an experienced journalist report by gathering information and materials over at least one full production cycle		
	Scope Work Experience	Date	Signature
WA0201	Attend 3 relevant content planning meetings and make notes		
WA0202	Observe others participating and seeking clarification on length/duration, placement, treatment, focus, angle, resources and deadline for own content		
WA0203	Observe the collection and collation of material for content		
WA0204	Observe the preparation for an interview		
WA0205	Record selected information from reporting and research in appropriate formats and select and prepare information for use when compiling the content		

WA0206	Observe interviews being conducted (at least one of face-to-face, telephonically and electronically)		
WA0207	Observe the review of content materials including an interview		
	Supporting Evidence	Date	Signature
SE0201	Reflections in journal		
SE0202	Relevant documentation for portfolio		
SE0203	Supervisor/Mentorâs report		
WM-01-WE03	Observe and assist an experienced journalist create publishable content		
	Scope Work Experience	Date	Signature
WA0301	Prepare to create content or package		
WA0302	Select and employ an appropriate writing style or packaging approach		
WA0303	Create or source and integrate other required page furniture or materials		
WA0304	Conduct final checks and consultations on content or package and submit to appropriate next stage		
WA0305	Follow progress of content or package and provide appropriate pre-sign-off publishing assistance		
	Supporting Evidence	Date	Signature
SE0301	Reflections in journal		
SE0302	Relevant documentation for portfolio		
SE0303	Supervisor/Mentorâs report		

	Contextualised Workplace Knowledge	Date	Signature
1	Standard operating procedures		

2	Policies, checklists, etc.		
3	News production site operations		
4	Style guides or other work aids		
5	Workplace culture		

	Additional Assignments to be Assessed Externally	Date	Signature
--	---	------	-----------

264203000-WM-02, Processes to work as a junior member of a team to produce content, NQF Level 5, Credits 8

WM-02-WE01	Work under the direction of an experienced journalist or supervisor to originate and pitch content ideas		
	Scope Work Experience	Date	Signature
WA0101	Carry out any task pertaining to origination and pitching of content ideas, assigned by the supervisor or mentor		
WA0102	Perform tasks effectively and efficiently within deadlines		
WA0103	Communicate with all relevant players on any aspect pertaining to origination and pitching of content ideas		
WA0104	Attend meetings at the instruction of a supervisor/mentor and provide feedback to supervisor/mentor		
WA0105	Deepen and increase own exposure to processes related to origination and pitching of content ideas		
	Supporting Evidence	Date	Signature
SE0101	Reflections in journal		
SE0102	Relevant documentation for portfolio		
SE0103	Supervisor/Mentor's report		
WM-02-WE02	Work under the direction of an experienced journalist or		

	supervisor to gather information and materials		
	Scope Work Experience	Date	Signature
WA0201	Carry out any task pertaining to gathering information and materials, assigned by the supervisor		
WA0202	Perform tasks effectively and efficiently within deadlines		
WA0203	Communicate with all relevant players on any aspect pertaining to gathering information and materials		
WA0204	Attend meetings at the instruction of a supervisor and provide feedback to supervisor		
WA0205	Deepen and increase own exposure to processes related to gathering information and materials		
	Supporting Evidence	Date	Signature
SE0201	Reflections in journal		
SE0202	Relevant documentation for portfolio		
SE0203	Supervisor/Mentor's report		
WM-02-WE03	Work under the direction of an experienced journalist or supervisor to create publishable content		
	Scope Work Experience	Date	Signature
WA0301	Carry out any task pertaining to creating publishable content, assigned by the supervisor		
WA0302	Perform tasks effectively and efficiently within deadlines		
WA0303	Communicate with all relevant players on any aspect pertaining to creating publishable content		
WA0304	Attend meetings at the instruction of a supervisor and provide feedback to supervisor		
WA0305	Deepen and increase own exposure to processes related to creating publishable content		
	Supporting Evidence	Date	Signature
SE0301	Reflections in journal		
SE0302	Relevant documentation for portfolio		

SE0303	Supervisor/Mentorâs report		
--------	------------------------------	--	--

	Contextualised Workplace Knowledge	Date	Signature
1	Standard operating procedures		
2	Policies, checklists, etc.		
3	Workplace culture		
4	Job descriptions of those who are senior to the journalist (organogram)		
5	Supervisor may be your line manager		
6	Mentor can be anyone responsible for coaching		

	Additional Assignments to be Assessed Externally	Date	Signature

264203000-WM-03, Processes to work with news production colleagues on assigned content that is accepted for publication, NQF Level 5, Credits 28

WM-03-WE01	Prepare for an interview in consultation with colleagues		
	Scope Work Experience	Date	Signature
WA0101	Determine the assignment demands and the requirements for specific content, perspectives, images and sounds of the publishing platform		
WA0102	Identify any legal or ethical implications of the productâs content or the range of intended interviewees		
WA0103	Determine the most suitable interview format		

WA0104	Prioritise interviewees		
WA0105	Plan the topic, wording and order of questions for the interview and decide the interview tone and purpose		
WA0106	Assemble and check the equipment required to conduct the interview		
WA0107	Organise and confirm logistical arrangements or make other appropriate plans for e.g. a "doorstep" or emergency interview		
WA0108	Plan for any special considerations that apply to the selected types of interviews		
WA0109	Choose / decide the best place to conduct the interview		
	Supporting Evidence	Date	Signature
SE0101	Reflections in journal		
SE0102	Relevant documentation for portfolio		
SE0103	Supervisor/Mentor's report		
WM-03-WE02	Attend content planning meeting and collect and collate material for content		
	Scope Work Experience	Date	Signature
WA0201	Participate in content planning meeting, contribute ideas towards other content presented and seek clarification for own content		
WA0202	Take action immediately after the meeting to initiate reporting on own tasks, including creating a time/action plan to efficiently manage multiple tasks		
WA0203	Formulate relevant research and reporting questions and identify other (background) material that the content will require in consultation with colleagues		
WA0204	Identify and utilise relevant resources and role-players to answer these questions and provide this material in consultation with colleagues		
WA0205	Develop criteria of utility, relevance and appropriacy that can be used for sifting content ingredients		
WA0206	Record information from reporting and research in appropriate formats		

WA0207	Select and prepare information for use when compiling the content		
	Supporting Evidence	Date	Signature
SE0201	Reflections in journal		
SE0202	Relevant documentation for portfolio		
SE0203	Supervisor/Mentor's report		
SE0204	News/assignment diary records		
WM-03-WE03	Conduct an interview		
	Scope Work Experience	Date	Signature
WA0301	Start the interview with appropriate protocols, contextualisation and explanation of ground-rules		
WA0302	Ensure that any colleagues are appropriately positioned and observe expected decorum		
WA0303	Present self in an appropriate manner		
WA0304	Demonstrate sensitivity towards cultural norms		
WA0305	Employ a range of questioning and conversational techniques		
WA0306	Employ empathy and flexibility to select new strategies and questions throughout the interaction		
WA0307	Respond appropriately to problems and pitfalls that may occur during the conversation		
WA0308	Use techniques such as follow-up questioning and 'reflecting back'		
WA0309	Show courtesy to other members of the interview team and ensure space for their activities		
WA0310	Complete interview within agreed timeframe and resource limits		
WA0311	Use the selected recording format for the interview (notes, recording, etc) effectively		
WA0312	Demonstrate professionalism throughout the interview		

WA0313	Thank the interviewee and any colleagues		
WA0314	Spell out, agree and record any follow-up required		
WA0315	Check completeness of record before exiting the interview venue		
WA0316	Check and correct any written interview notes immediately after exiting the venue		
	Supporting Evidence	Date	Signature
SE0301	Reflections in journal		
SE0302	Relevant documentation for portfolio		
SE0303	Interview notes, transcripts and/or recordings of interview/s		
SE0304	Supervisor/Mentor's report		
WM-03-WE04	Review interview outcomes and sources critically and synthesise into raw materials for content in consultation with colleagues		
	Scope Work Experience	Date	Signature
WA0401	Review the interview recording/notes		
WA0402	Identify/select and locate useable portions of the interview		
WA0403	Identify information gaps and any other type of required follow-up, and implement a strategy to deal with these		
WA0404	Integrate interview notes/recording with other resources and information collected for the content		
WA0405	Select and justify the most appropriate narrative and structural option for the content		
WA0406	Communicate on an ongoing basis with line manager and/or relevant team any changes required to content or publication plans		
WA0407	Identify any other editing tasks the notes/recording require		
WA0408	Label and retain notes/record accessibly and in conformity with legal and organisational requirements		

	Supporting Evidence	Date	Signature
SE0401	Reflections in journal		
SE0402	Relevant documentation for portfolio		
SE0403	Supervisor/Mentor's report		
SE0404	Recording notes or transcripts of the interview(s)		
SE0405	Evidence of selections from notes, recordings or transcripts		
WM-03-WE05	Create publishable content		
	Scope Work Experience	Date	Signature
WA0501	Confirm what has changed and what has remained the same since the content was originally briefed out		
WA0502	Check the current workflow/production situation in the workplace and confirm the content's priority		
WA0503	Select an appropriate style and structure for the content		
WA0504	Create a draft or first cut that conforms to all specified brief requirements, within given timeframe		
WA0505	Conduct relevant consultation about the draft, process feedback and undertake any additional work required for suggested changes		
WA0506	Save the first draft according to system requirements		
WA0507	Review the first draft		
WA0508	Apply a range of techniques to correct spelling, wording, flow, logic, sequencing content aspects including interest, accuracy, suitability for genre and platform and save changes		
WA0509	Notify other relevant team members of changes in content which may affect them		
WA0510	Reorganise or re-frame the draft to produce an introduction that is well linked to the rest of the content and serves as its thematic organiser		
WA0511	Create or source and integrate other required page furniture or materials		

WA0512	Provide useful, complete information to other team members who source or create elements that are not own responsibility (timely, full, accurate, relevant)		
WA0513	Conduct final checks and consultations on content or package and submit to appropriate next stage		
WA0514	Remain accessible for queries and follow-up		
	Supporting Evidence	Date	Signature
SE0501	Reflections in journal		
SE0502	Relevant documentation for portfolio		
SE0503	Supervisor/Mentorâs report		
SE0504	First draft or cut		
SE0505	Final published version, if applicable		

	Contextualised Workplace Knowledge	Date	Signature
1	Standard operating procedures		
2	Policies, checklists, etc.		
3	Workplace culture		

	Additional Assignments to be Assessed Externally	Date	Signature
--	---	------	-----------

264203000-WM-04, Processes to work on self-generated content that is accepted for publication, NQF Level 6, Credits 36

WM-04-WE01	Originate and pitch content ideas		
	Scope Work Experience	Date	Signature
WA0101	Critically analyse how each media product relates to		

	platform, context, mission and audience		
WA0102	Critically synthesise findings about own and other media to generate general conclusions about the relationship of a media product to its platform, context, mission and audience		
WA0103	Employ tools for idea generation and mine a variety of sources for content ideas		
WA0104	Generate and prioritise at least two content ideas, each designed for a different platform		
WA0105	Ensure that the content idea is compatible with company mission, resource and platform requirements and constraints		
WA0106	Identify and address any legal or ethical ideas relating to the content idea		
WA0107	Present the two content ideas, and seek and process feedback and revise content ideas		
WA0108	Select the most appropriate of the two content ideas		
WA0108	Develop a "script" for pitching from the content idea		
WA0109	Deliver the pitch to an appropriate forum, participate in discussions on own pitch, further modify the pitch in the light of discussions and turn the pitch into a practical action plan for reporting		
	Supporting Evidence	Date	Signature
SE0101	Reflections in journal		
SE0102	Relevant documentation for portfolio		
SE0103	Supervisor/Mentor's report		
SE0104	Action plan		
SE0105	Observation checklist for the presentation		
WM-04-WE02	Prepare for an interview		
	Scope Work Experience	Date	Signature
WA0201	Determine what the assignment demands and the requirements for specific contents, perspectives, images		

	and sounds of the publishing platform		
WA0202	Identify any legal or ethical implications of the content or the range of intended interviewees		
WA0203	Determine the most suitable interview format		
WA0204	Prioritise interviewees		
WA0205	Decide the interview tone and purpose and then plan the topic, wording and order of questions for the interview		
WA0206	Assemble and check the equipment required to conduct the interview		
WA0207	Organise and confirm logistical arrangements or make other appropriate plans for e.g. a 'doorstep' or emergency interview		
WA0208	Plan for any special considerations that apply to the types of interviews conducted		
	Supporting Evidence	Date	Signature
SE0201	Reflections in journal		
SE0202	Relevant documentation for portfolio		
SE0203	Supervisor/Mentor's report		
SE0204	Content notes		
WM-04-WE03	Attend content planning meeting and collect and collate material for content (media product)		
	Scope Work Experience	Date	Signature
WA0301	Participate in content planning meeting, contribute ideas towards other content presented and seek clarification for own content		
WA0302	Take action immediately after the meeting to initiate reporting on own tasks, including creating a time/action plan to efficiently manage multiple tasks		
WA0303	Formulate relevant research and reporting questions and identify other material that the content will require		
WA0304	Identify and utilise relevant resources and role-players to answer these questions and provide this material		

WA0305	Develop criteria of utility, relevance and appropriacy that can be used for sifting content ingredients		
WA0306	Record information from reporting and research in appropriate formats		
WA0307	Select and prepare information for use when compiling the content		
	Supporting Evidence	Date	Signature
SE0301	Reflection in journal		
SE0302	Relevant documentation for portfolio		
SE0303	Interview notes, transcripts and/or recordings of interview/s		
WM-04-WE04	Conduct an interview		
	Scope Work Experience	Date	Signature
WA0401	Start the interview with appropriate protocols, contextualisation and explanation of ground-rules		
WA0402	Present self in an appropriate manner		
WA0403	Demonstrate sensitivity towards cultural norms		
WA0404	Employ a range of questioning and conversational techniques		
WA0405	Employ empathy and flexibility to select new strategies and questions throughout the interaction		
WA0406	Respond appropriately to problems and pitfalls that may occur during the conversation		
WA0407	Use techniques such as follow-up questioning and âreflecting backâ		
WA0408	Show courtesy to other members of the interview team and ensure space for their activities		
WA0409	Complete interview within agreed timeframe and resource limits		
WA0410	Use the selected recording format for the interview (notes, recording, etc) effectively		

WA0411	Demonstrate professionalism throughout the interview		
WA0412	Thank the interviewee		
WA0413	Spell out, agree and record any follow-up required		
WA0414	Check completeness of record before exiting the interview venue		
WA0415	Check and correct any written interview notes immediately after exiting the venue		
	Supporting Evidence	Date	Signature
SE0401	Reflection in journal		
SE0402	Relevant documentation for portfolio		
SE0403	Interview notes, transcripts and/or recordings of interview/s		
WM-04-WE05	Review interview outcomes and sources critically and synthesise into raw materials for content		
	Scope Work Experience	Date	Signature
WA0501	Review the interview recording/notes		
WA0502	Locate useable portions of the interview		
WA0503	Identify information gaps and any other type of required follow-up, and implement a strategy to deal with these		
WA0504	Integrate interview notes/recording with other resources and information collected for the content		
WA0505	Select and justify the most appropriate narrative and structural option for the content		
WA0506	Communicate with line manager any changes required to content or publication plans		
WA0507	Identify any other editing tasks the notes/recording require		
WA0508	Label and retain notes/record accessibly and in conformity with legal and organisational requirements		
	Supporting Evidence	Date	Signature

SE0501	Journal		
SE0502	Relevant documentation for portfolio		
SE0503	Supervisor/Mentor's report		
SE0504	Recording notes or transcripts of the interview(s)		
SE0505	Evidence of selections from notes, recordings or transcripts		
WM-04-WE06	Create publishable content		
	Scope Work Experience	Date	Signature
WA0601	Confirm what has changed and what has remained the same since the content was originally briefed out		
WA0602	Check the current workflow/production situation in the newsroom and confirm the content's priority		
WA0603	Select an appropriate style and structure for the content		
WA0604	Create a draft or first cut that conforms to all specified brief requirements, within given timeframe		
WA0605	Consult all relevant role-players and decision-makers about the draft, process feedback and undertake any additional work required for suggested changes		
WA0606	Save the first draft according to system requirements		
WA0607	Review the first draft		
WA0608	Apply a range of techniques to correct spelling, wording, flow, logic, sequencing and content aspects including interest, accuracy, suitability for genre and platform and save changes		
WA0609	Reorganise or re-frame the draft to produce an introduction that is well linked to the rest of the content and serves as its thematic organiser		
WA0610	Create or source and integrate other required page furniture or materials		
WA0611	Conduct final checks and consultations on content or package and submit to appropriate next stage		
WA0612	Remain accessible for queries and be prepared to retrieve and access material for queries		

WA0613	Communicate on an ongoing basis with relevant production unit role-players regarding changes to content		
	Supporting Evidence	Date	Signature
SE0601	Reflections in journal		
SE0602	Relevant documentation for portfolio		
SE0603	Supervisor/Mentor's report		
SE0604	First draft or cut		
SE0605	Final published version, if applicable		

	Contextualised Workplace Knowledge	Date	Signature
1	Standard operating procedures		
2	Policies, checklists, etc.		
3	Workplace culture		

	Additional Assignments to be Assessed Externally	Date	Signature