Contents

What are Occupational Standards(OS)?

➢ OS describe what individuals need to do, know and understand in order to carry out a particular job role or function

➢ OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

Contact Us:

Media & Entertainment Skills Council

E-mail: mesc@ficci.com

Introduction

Qualifications Pack-Senior Correspondent

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Television, Print, Radio, Digital

OCCUPATION: Journalism

REFERENCE ID: MES/ Q 1905

ALIGNED TO: NCO-2004/ NIL

A Senior Correspondent or Senior Reporte is an experienced news gathering resource.He/ she is typically asked to report on complex topics and may also be required to undertake field reporting in harsh/ difficult conditions.

Brief Job Description: Individuals in this job need to have relevant experience in the specific field of journalism – e.g. political, economic, sports etc. They must understand the editorial policies of their employer and produce work in line with these policies.

Personal Attributes: This job requires the individual to have the fundamental skills of journalism (writing, research, command of the language etc.) Domain expertise in the specific field of journalism is also important. Individuals in this job typically have 5-8 years of experience of reporting from a range of locations, and have developed the skills to manage conflict/ difficult environments. Their end products are of a high quality and demonstrate strong understanding of writing styles, audio visual aids and how to best convey information.
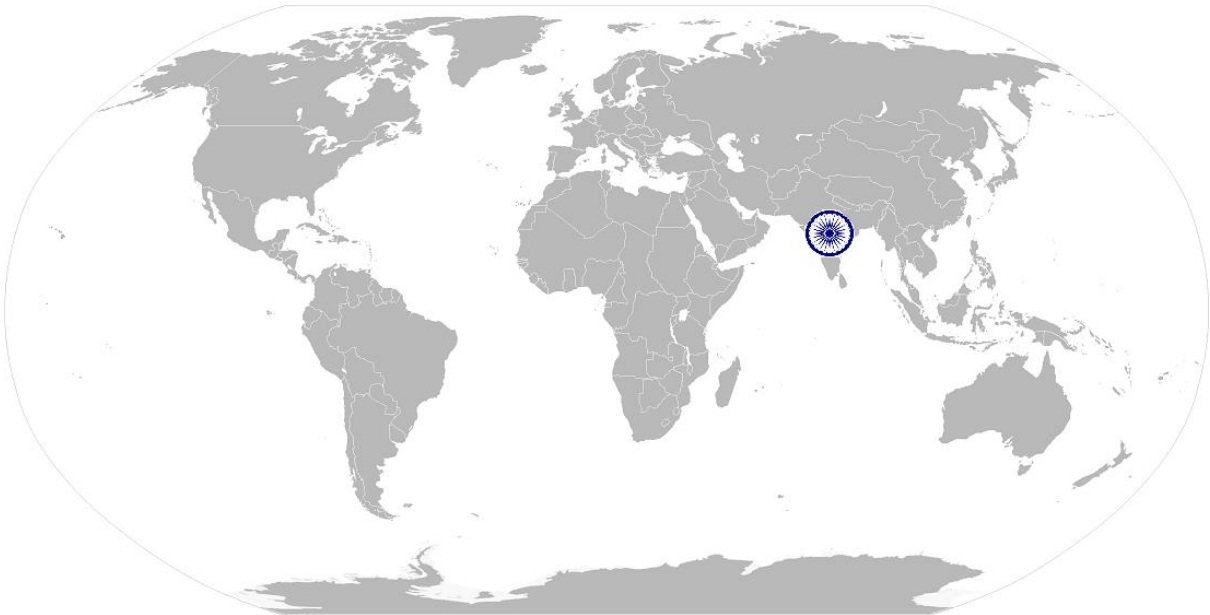
Job Details

Qualifications Pack Code	MES/ Q 1905		
Job Role	Senior Correspondent This job role is applicable in both national and international scenarios		
Credits (NSQF)	TBD	Version number	01
Sector	Media and Entertainment	Drafted on	16/03/15
Sub-sector	Television, Print, Radio, Digital	Last reviewed on	16/03/15
Occupation	Journalism	Next review date	16/03/15

Job Role	Senior Correspondent
Role Description	Member of the editorial department, responsible for gathering news and filing stories
NSQF level	6
Minimum Educational Qualifications Maximum Educational Qualifications	Graduate in Journalism/ Mass Media/ Mass Communication or Graduate in Hindi/ English/ Regional Language
Training (Suggested but not mandatory)	
Experience	At least 5-8 Years of work experience
Applicable National Occupational Standards (NOS)	**Compulsory:** 1. MES/ N 1901 Generate Ideas for Journalism Projects 2. MES/ N 1902 Undertake Research for Journalism Projects 3. MES/ N 1904 Conduct an Interview 4. MES/ N 1905 Undertake Field Reporting 5. MES/ N 1906 Write and Edit Copy 6. MES/ N 1907 Understand Audio Visual Aids 7. MES/ N 1910 Report in a Difficult or Hostile Environment 8. MES/ N 1911 Comply with Applicable Law and Regulation 9. MES/ N 1912 Maintain Workplace Health and Safety **Optional:** N/A
Performance Criteria	As described in the relevant OS units

Definitions

Keywords /Terms	Description
Assignment Desk	The department in a news organization that tracks all stories and developments and allocates news gathering resources to them
Budget	Budget is an estimate of the total cost of production that may include a break-up of cost components
Copyright Laws	A legal framework linked to intellectual property and the rights given to creators of original products/ concepts
Copy Desk	The department in a news organization where final copy (text or script) is prepared for publishing and/ or broadcasting
Journalism	Discipline of gathering, writing and reporting news across a range of media – Television, Print, Radio and Digital.
Script	Script is a structured narrative of a story and or the spoken word/ narrative that accompanies a programme
Set	The background/ scenery visible through the camera (for video production) or directly to the spectator (for theatrical production)
Target Audience	Group of people at whom content/ adverting is aimed. A target audience is typically defined by age, gender, economic classification, geography and any other relevant parameters (e.g. Femals, aged 25-40, average monthly household income INR 25,000-50,000, from Hindi speaking states in North India)
Timelines	Timelines is a listing of dates by which the production milestones/stages need to be completed
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry.
Core Skills/Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the OS , these include communication related skills that are applicable to most job roles.
Keywords /Terms	Description
NOS	National Occupational Standard(s)
QP	Qualifications Pack
NVEQF	National Vocational Education Qualifications Framework
NVQF	National Vocational Qualifications Framework

National Occupational Standard

Overview

This unit is about generating new ideas for journalism projects and successfully evaluating the potential of these ideas
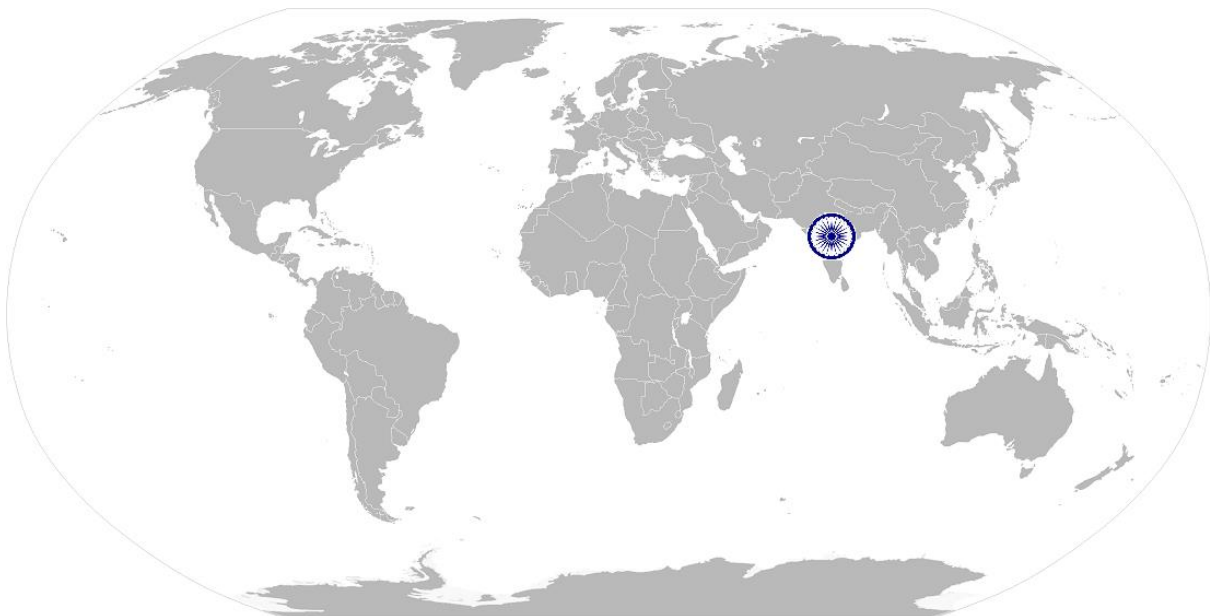
Unit Code	MES/ N 1901
Unit Title (Task)	**Generate Ideas for Journalism Projects**
Description	This unit is about generating new ideas for journalism projects and successfully evaluating the potential of these ideas

Scope	• Generate ideas for the following types of content:
	   ○ A specific story – e.g. fact-based reporting, analytical, feature-writing
	   ○ A specific section – e.g. the "edit" or "op ed" page of a newspaper or a certain news-based show on TV or radio
	   ○ An entire publication – e.g. the full issue of a magazine
	• This unit/task is applicable for journalism across a range of media including print (newspapers and magazines), television, radio and online (web, mobile and other emerging platforms)
	• It is also applicable across media that provide/ disseminate information at different times/ frequencies: daily – e.g. newspapers, evening news bulletins; weekly, fortnightly, monthly etc. – e.g. magazines and continuous/ Ongoing – e.g. news websites, news TV channels etc.

Performance Criteria (PC) w.r.t. the Scope

Element	Performance Criteria
Generate ideas for different types of content	To be competent, the user/individual on the job must be able to: PC1. Generate a story/ idea/ concept for a particular medium based on information gathered from a range of sources PC2. Evaluate an idea for its suitability to the particular medium and corresponding implications on budget, time schedule and resource requirements PC3. Identify any constraints to successfully realize the idea – including any ethical, legal, regulatory, organizational or other limitations PC4. Articulate ideas clearly and pitch/ present and defend ideas to an audience (e.g. during an editorial team meeting)

Knowledge and Understanding (K)

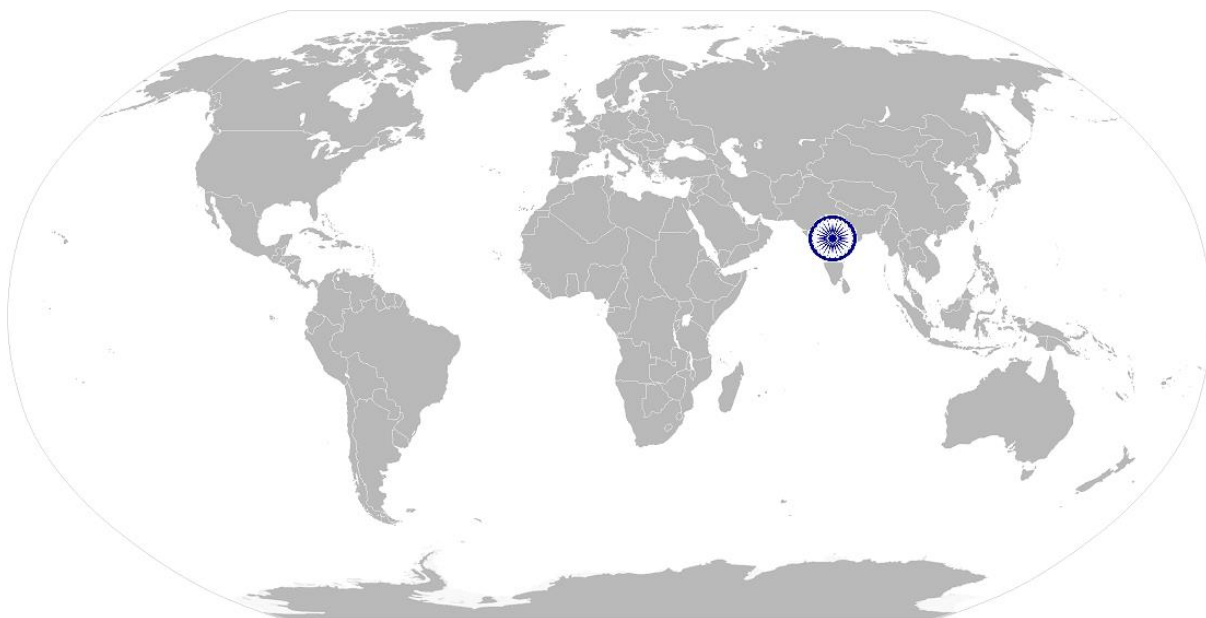|	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. The target audience for the content and/or the organization/ individual that is commissioning the content KA2. Editorial standards followed by the organization/ individual that is commissioning the content (including applicable local, national or international laws) KA3. Resource limitations including any constraints on budget, resources and time availability (i.e. deadlines)
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. How to undertake research and collect information to generate ideas KB2. The different information sources available – including daily events and occurrences, other news publications, speaking with people (colleagues, experts, contacts/ network), archives, press releases and newswires KB3. How to build and maintain a network of contacts/ sources KB4. How to verify information, undertake background checks and confirm the accuracy of any facts used during idea development

	KB5. How to use storyboarding and ideation tools such as mind maps, fish bone diagrams and/ or other techniques. (This skill is most relevant for ideas generated for longer, analytical or feature-style coverage) KB6. Available resources and implications for selecting a particular idea on resources, time and budget KB7. How to prepare synopses, summaries, proposals, story outlines and other written material for pitching ideas to one's editor/ editorial supervisor KB8. The suitability of the idea for different types of content (e.g. short articles, feature articles, interviews, analysis etc.) and various platforms (e.g. print, TV, radio and digital) KB9. How to evaluate an idea for risks including those to the individual's own health and safety and/ or other's around them
Skills (S)	
A. Core Skills/ Generic Skills	**Writing Skills** The user/ individual on the job needs to know and understand how to: SA1. Prepare synopses, summaries, proposals, story outlines and other written material for pitching ideas to different audiences SA2. Use storyboarding and ideation tools to visually represent ideas
	Reading Skills The user/individual on the job needs to know and understand how to: SA3. Undertake background research, gather references and collect information SA4. Read and analyze various sources of news including wire services and other publications/ channels/ websites/ media
	Oral Communication (Listening and Speaking skills) The user/individual on the job needs to know and understand how to: SA5. Undertake background research and collect information by conversing with people SA6. Effectively present and defend ideas to one's editor/ editorial supervisor
B. Professional Skills	**Decision Making** The user/individual on the job needs to know and understand how to: SB1. Make relevant decisions related to the area of work e.g. choice of idea, confirming accuracy of information and evaluating risks
	Plan and Organize The user/individual on the job needs to know and understand how to: SB2. Estimate the effort associated with realizing the idea SB3. Plan own work and work for additional staff (e.g. photographers, videographers and copy desk) according to deadlines SB4. Manage within the agreed budget and minimize overruns
	Customer Centricity The user/individual on the job needs to know and understand: SB5. The consumption patterns and preferences of the target audience (reader/ viewer/ listener)

	Analytical Thinking
	The user/individual on the job needs to know and understand:
	SB6. How to analyze a range of information sources
	Critical Thinking
	The user/individual on the job needs to know and understand:
	SB7. How to assess the suitability of an idea for the intended target audience

NOS Version Control

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

National Occupational Standard

Overview

This unit is about undertaking research, collecting background information and conducting accuracy checks for journalism projects
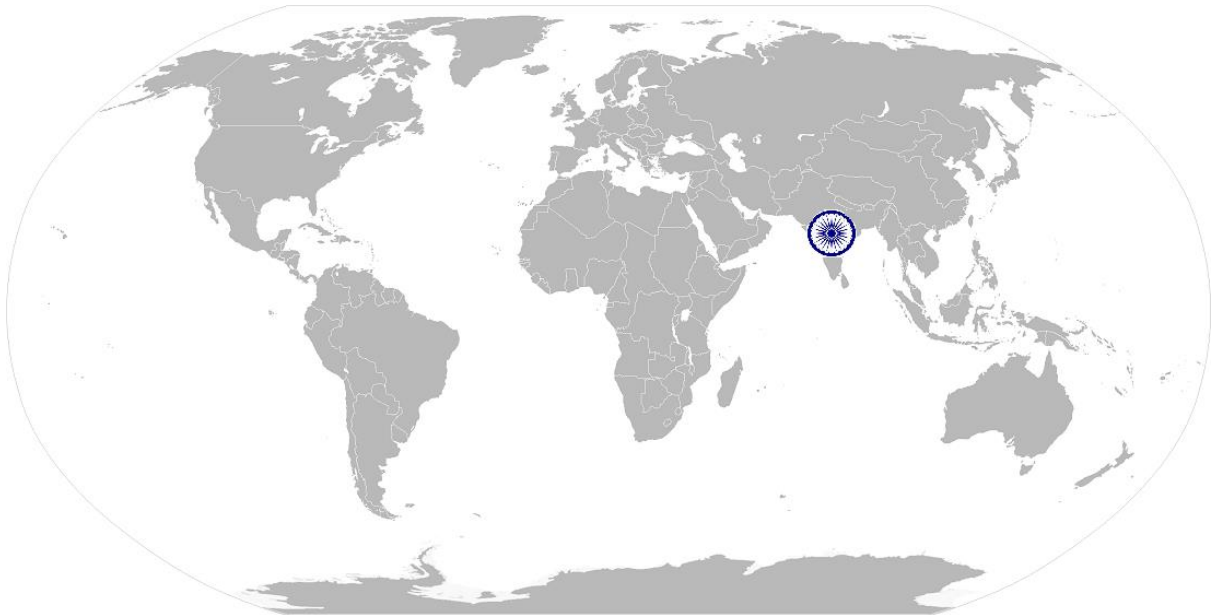
Unit Code	MES/ N 1902
Unit Title (Task)	**Undertake Research for Journalism Projects**
Description	This unit is about undertaking research, collecting background information and conducting accuracy checks for journalism projects
Scope	• This unit/task is applicable for journalism across a range of media including print (newspapers and magazines), television, radio and online (web, mobile and other emerging platforms) • It is also applicable across media that provide/ disseminate information at different times/ frequencies: daily – e.g. newspapers, evening news bulletins; weekly, fortnightly, monthly etc. – e.g. magazines and continuous/ Ongoing – e.g. news websites, news TV channels etc.

Performance Criteria (PC) w.r.t. the Scope

Element	Performance Criteria
Undertake research for journalism projects	To be competent, the user/individual on the job must be able to: PC1. Evaluate story ideas for their suitability to the particular medium and corresponding implications on budget, time schedule and resource requirements PC2. Conduct background research and collect information to support/ develop story ideas PC3. Compile information, document facts and present research in a coherent and comprehensive manner

Knowledge and Understanding (K)

A. **Organizational Context** (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. The target audience for the content and/or the organization/ individual that is commissioning the content KA2. Editorial standards followed by the organization/ individual that is commissioning the content (including applicable local, national or international laws) KA3. Resource limitations including any constraints on budget, resources and time availability (i.e. deadlines)
B. **Technical Knowledge**	The user/individual on the job needs to know and understand: KB1. The different information sources available – including daily events and occurrences, other news publications, speaking with people (colleagues, experts, contacts/ network), archives, press releases and newswires KB2. How to build and maintain a network of contacts/ sources KB3. How to select the appropriate information source(s) based on the idea, the target audience and the platform where it will be published/ aired KB4. How to verify information, undertake background checks and confirm the accuracy of any facts that are gathered KB5. Available resources and implications of a particular story/ idea/ concept on resources, time and budget KB6. How to prepare background research notes, analysis, timelines, summaries and other written material to document and present one's research KB7. How to evaluate a story/ idea/ concept for risks including those to the

	individual's own health and safety and/ or other's around them

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

NOS Version Control

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

National Occupational Standard

Overview

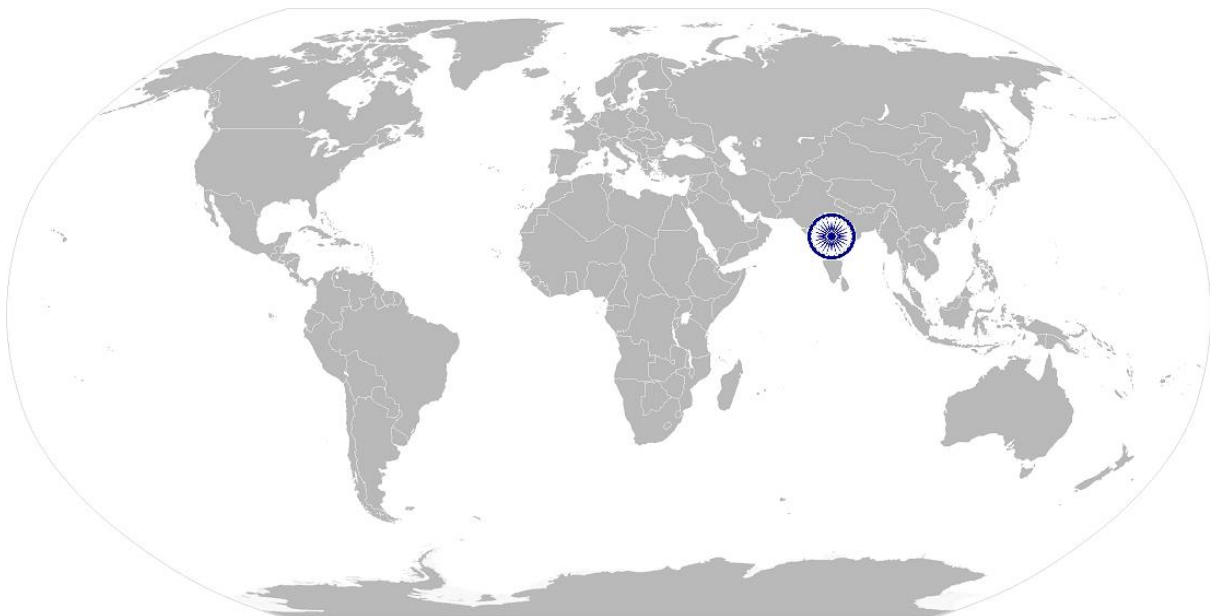**This unit is about successfully conducting interviews and gathering information during interviews**

National Occupational Standard

Unit Code	MES/ N 1904
Unit Title (Task)	Conduct an Interview
Description	This unit is about successfully conducting interviews and gathering information during interviews
Scope	• Conduct the following types of interviews:profiles/ biopics – focused on the individual being interviewed; news interviews – where the interview is used to highlight certain aspects of a larger news story • Depending on the medium, interviews may be conducted in several different ways including live or pre-recorded, face-to-face or over telephone/ video phone, at an outdoor location (e.g. home, office, hotel or public space) or in a studio

Performance Criteria (PC) w.r.t. the Scope

Element	Performance Criteria
Conduct different types of interviews	To be competent, the user/individual on the job must be able to: PC1. Correctly identify the interview objectives, prepare questions and undertake other set-up activities to run the interview PC2. Conduct the interview – i.e. pose questions, receive answers/ information, participate in the conversation and develop open topics PC3. Understand verbal and non-verbal cues of the interviewee and successfully manage the flow of the conversation

Knowledge and Understanding (K)

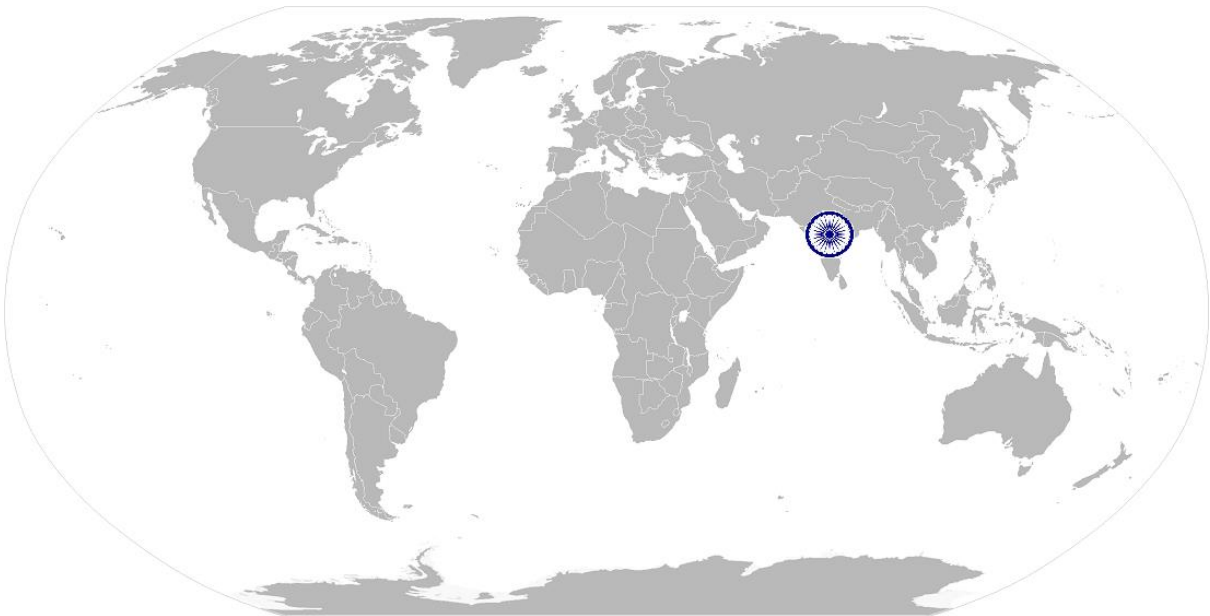| A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. The target audience for the interview and/or the organization/ individual that is commissioning the interview KA2. Editorial standards followed by the organization/ individual that is commissioning the interview (including applicable local, national or international laws) KA3. Resource limitations including any constraints on budget, resources and time availability (i.e. deadlines)
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. How to define the purpose/ objective of the interview KB2. How to correctly read and interpret the interview brief KB3. How to conduct background research on the interviewee and prepare an interviewee profile KB4. How to conduct background research on the story and prepare a list of interview questions and talking points KB5. How to verify information and confirm the accuracy of any facts that are researched and/ or collected during the interview itself KB6. How to plan for interviews (outdoor or in the studio) – including choice of setting, time, budget, resources and equipment required KB7. Different interview styles and how to identify the appropriate style for each interview based on the brief/ requirements KB8. How to manage situations where the interviewee chooses to remain anonymous or where his/ her identity needs to be protected KB9. How to converse freely with the interviewee (including the necessary oral

	communication skills, maintaining eye contact and reading body language)
	KB10. How to write-up interview notes to ensure information is not lost (Note: writing finished scripts for different media is covered under a separate standard titled "Write and Edit Copy")
	KB11. The applicable legal and regulatory framework for different types of interviews (e.g. consent, intellectual property/ ownership and possible litigation risks)
	KB12. How to evaluate the risks of conducting an interview including those to the individual's own health and safety and/ or other's around them
Skills (S)	
A. Core Skills/ Generic Skills	**Writing Skills**
	The user/ individual on the job needs to know and understand how to:
	SA1. Prepare interviewee profiles
	SA2. Prepare list of questions and talking points
	SA3. Write-up interview notes/ transcripts
	Reading Skills
	The user/individual on the job needs to know and understand how to:
	SA4. Undertake background research, gather references and collect information
	SA5. Read and analyze various sources of news including wire services and other publications/ channels/ websites/ media
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to:
	SA6. Effectively converse with the interviewee and gather information required
	SA7. Use listening skills including paying attention to non-verbal cues/ body language
B. Professional Skills	**Decision Making**
	The user/individual on the job needs to know and understand how to:
	SB1. Make relevant decisions related to the area of work e.g. choice of questions, confirming accuracy of information and evaluating risks
	SB2. Prioritize questions and redirect the conversation if needed
	Plan and Organize
	The user/individual on the job needs to know and understand how to:
	SB3. Plan in advance for an interview, including resource and equipment requirements
	SB4. Manage within the agreed budget and minimize overruns
	Problem Solving
	The user/individual on the job needs to know and understand how to:
	SB5. React and manage unpredictable situations – e.g. change in interviewee's attitude or style of answering

NOS Version Control

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

National Occupational Standard

Overview

This unit is about assessing suitability of locations, preparing for field reporting and relaying information from the field

National Occupational Standard

Unit Code	MES/ N 1905
Unit Title (Task)	Undertake Field Reporting
Description	This unit is about assessing suitability of locations, preparing for field reporting and relaying information from the field
Scope	• Undertake reporting for applicable media from outdoor locations including public spaces, government buildings, venues hosting large events, homes and offices of public and private figures, open spaces etc.

Performance Criteria (PC) w.r.t. the Scope

Element	Performance Criteria
Undertake reporting from the field	To be competent, the user/individual on the job must be able to: PC1. Understand the requirements of field reporting, including logistics, and plan accordingly PC2. Gather information from the field through a range of sources, and file stories within deadlines (for TV and radio reporters, it may also mean providing footage and audio clips – live or non-live) PC3. Manage the safety and security of crew and equipment while on location and ensure that field reporting is as risk-free as possible

Knowledge and Understanding (K)

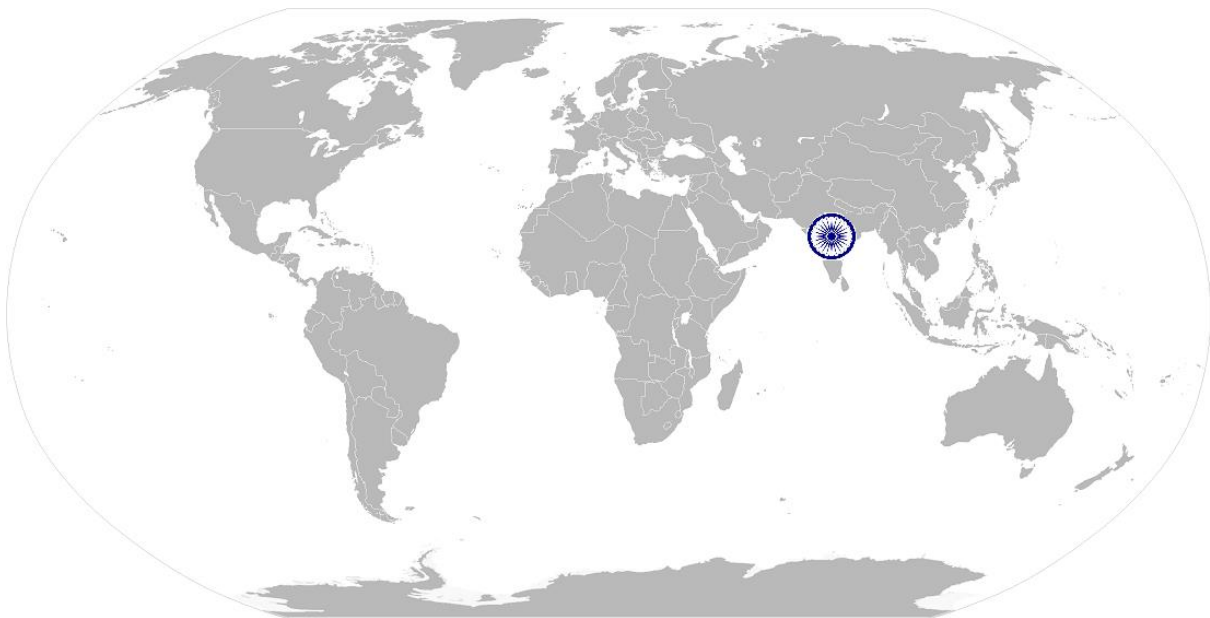| A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. The target audience for the content and/or the organization/ individual that is commissioning the content KA2. Editorial standards followed by the organization/ individual that is commissioning the content (including applicable local, national or international laws) KA3. Resource limitations including any constraints on budget, resources and time availability (i.e. deadlines)
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. How to define the purpose/ information requirements from the field KB2. How to conduct background research on the location and assess the logistical/ planning requirements KB3. How to evaluate a location for suitability and risks – e.g. in the case of video journalism – the lighting, ambient sound, space for cameras, parking for news vans etc. play an important role. (For large scale field reporting – a producer may also accompany the journalist. Please refer to standards for location managers that may also be relevant to such situations.) KB4. Any permissions require to report from a certain location – e.g. visas, entry permits, photography/ videography permissions, requirements for public vs. private property KB5. How to determine the equipment requirements for field reporting and planning for contingencies e.g. spare batteries, lenses etc. KB6. Nearby sources for replacing/ repairing equipment KB7. How to accurately estimate information/ footage requirements and plan for extra footage to minimize return trips

	KB8. How to anticipate events on the ground and manage situations of conflict, resource limitations etc. (Note: for high pressure environments/ conflict zones, this unit may be coupled with a separate standard titled "Report in Difficult and/ or Hostile Environments) KB9. How to write-up field notes to ensure information is not lost (Note: writing finished scripts for different media is covered under a separate standard titled "Write and Edit Copy") KB10. The applicable legal and regulatory framework for different types of field reporting (e.g. entry requirements, consent, intellectual property/ ownership and possible litigation risks) KB11. How to evaluate the risks of field reporting including those to the individual's own health and safety and/ or other's around them
Skills (S)	
A. Core Skills/ Generic Skills	**Writing Skills** The user/ individual on the job needs to know and understand how to: SA1. Prepare reporting objectives SA2. Prepare field notes **Reading Skills** The user/individual on the job needs to know and understand how to: SA3. Undertake background research, gather references and collect information SA4. Read and analyze various sources of news including wire services and other publications/ channels/ websites/ media
	Oral Communication (Listening and Speaking skills) The user/individual on the job needs to know and understand how to: SA5. Effectively converse with interview subjects, crew, local authorities and bystanders to gather information and manage potential conflicts
B. Professional Skills	**Decision Making** The user/individual on the job needs to know and understand how to: SB1. Make relevant decisions related to the area of work e.g. choice of location, approach to information gathering and evaluating risks SB2. Prioritize questions/ reporting objectives and redirect efforts if needed

	Plan and Organize
	The user/individual on the job needs to know and understand how to:
	SB3. Plan in advance for field reporting, including resource and equipment requirements and logistical details
	SB4. Manage within the agreed budget and minimize overruns
	Problem Solving
	The user/individual on the job needs to know and understand how to:
	SB5. React and manage unpredictable situations – e.g. change in external environment, equipment failure or other types of resource limitations

NOS Version Control

NOS Code	MES / N 1905		
Credits (NSQF)	TBD	Version number	01
Industry	Media & Entertainment	Drafted on	16/03/15
Industry Sub-sector	Television, Print, Radio, Digital	Last reviewed on	16/03/15
Occupation	Journalism	Next review date	16/03/17

National Occupational Standard


Overview

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

Unit Code	MES/ N 1906
Unit Title (Task)	**Write and Edit Copy**
Description	This unit is about writing and editing copy (i.e. final version of text) for a range of formats in different media
Scope	- Undertake copy-writing/ script-writing for various media and types of stories including: news stories, feature stories, programme scripts (e.g. for TV or radio), anchor/ presenter scripts, narratives, interviews - Write and edite items such as: headlines, captions, intros, outros, cues and other types of links - Each of these writing and editing styles can be broken up into a specialized skill (by medium, by type of writing) and taught separately using relevant examples and practical techniques. At this stage the attempt is to set an overarching standard, and thus a more generic approach has been adopted

Performance Criteria (PC) w.r.t. the Scope

Element	Performance Criteria
Write and edit copy	To be competent, the user/individual on the job must be able to: PC1. Present the facts and information in a manner that is coherent, comprehensible and appropriate for the target audience PC2. Edit a story or script based on the brief and prescribed word/ time limits PC3. Display strong command of the language including correct grammar, spelling, sentence construction, diction and pronunciation skills PC4. Ensure that finished scripts meet legal and regulatory norms, and do not pose any risks to the individual and/ or organization

Knowledge and Understanding (K)

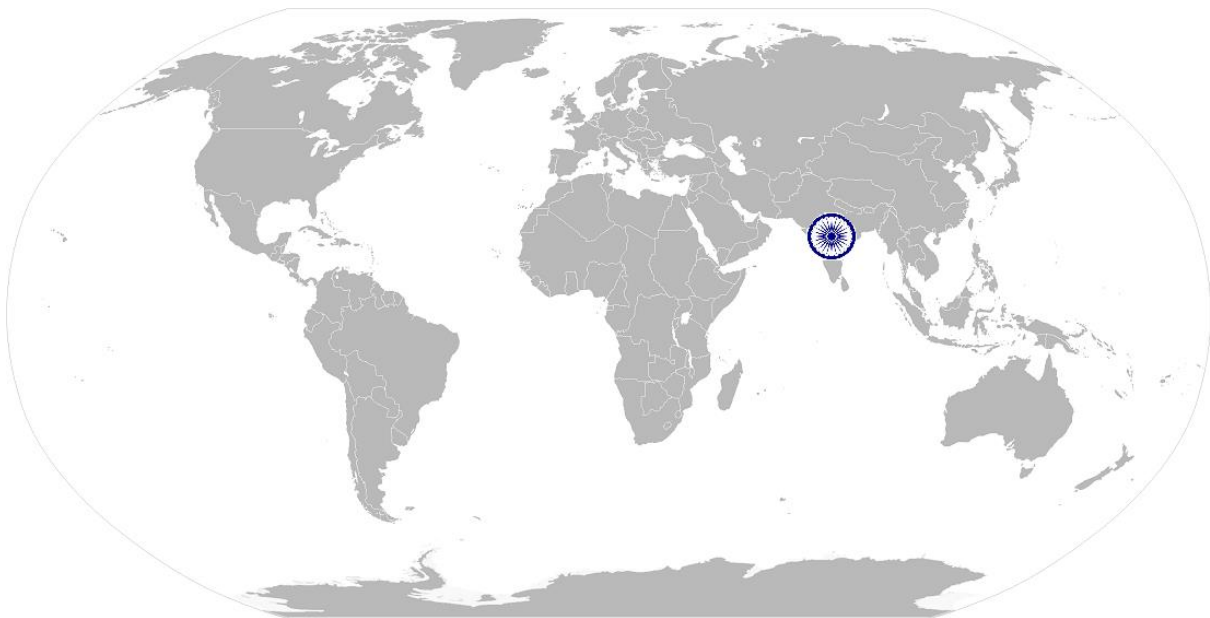| A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. The target audience for the content and/or the organization/ individual that is commissioning the content KA2. Editorial standards followed by the organization/ individual that is commissioning the content (including applicable local, national or international laws) KA3. Resource limitations including any constraints on budget, resources and time availability (i.e. deadlines)
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. The brief for the story/ script that needs to be written – including applicable word and time limits KB2. The relevant facts and information that have been gathered, as well as any background research that may have been undertaken. Prior domain knowledge and experience is also important in certain genres of writing (e.g. political, economic, sports, lifestyle etc.) KB3. How to structure one's thoughts and ideas and write clearly and coherently KB4. How to use a wide range of vocabulary and writing techniques to minimize repetition and create interesting pieces of work KB5. How to verify information and confirm the accuracy of any facts that are

	being used in the story/ script
	KB6. How to differentiate between facts and opinion/ point of view – and write in a manner that makes this distinction evident to the reader/ viewer
	KB7. How to edit a story or script based on the brief, page layout or programme format and prescribed word/ time limits (Note: this skill set is most relevant to staff on the copy desk)
	KB8. Different type of audio visual aids (e.g. photographs, videos, audio clips etc.) and how to write copy that complements these aids. (Note: a separate standard titled "Understanding Audio Visual Aids" provides more specific information on this skill set)
	KB9. How to write headlines, captions, intros, outros, cues and other types of links
	KB10. The applicable legal and regulatory framework for different types of stories and scripts (e.g. disclosure, consent, intellectual property/ ownership and possible litigation) and writing/ editing in a manner that minimizes these risks
	KB11. Any other risks including those to the individual's own health and safety and/ or other's around them
Skills (S)	
A. Core Skills/ Generic Skills	**Writing Skills**
	The user/ individual on the job needs to know and understand how to:
	SA1. Write stories and scripts based on the brief
	SA2. Edit stories and scripts based on the brief
	Reading Skills
	SA3. The user/individual on the job needs to know and understand how to:
	SA4. Undertake background research, gather references and collect information
	SA5. Read and analyze various sources of news including wire services and other publications/ channels/ websites/ media
	SA6. Proof read one's own or others' work to check for accuracy and completeness
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to:
	SA7. Verify information by conversing with people
	SA8. Effectively present and defend finished stories and scripts to one's editor/ editorial supervisor
B. Professional Skills	**Decision Making**
	The user/individual on the job needs to know and understand how to:
	SB1. Make relevant decisions related to the area of work e.g. choice of writing style, confirming accuracy of information and evaluating risks
	SB2. Prioritize information and focus on what's important given word/ time limits
	Plan and Organize
	The user/individual on the job needs to know and understand how to:
	SB3. Estimate the effort associated with writing and/ or editing a specific story or script
	SB4. Plan own work and work for additional staff (e.g. copy desk, art editors, video editors) according to deadlines
	SB5. Manage within the agreed budget and minimize overruns

	Customer Centricity
	The user/individual on the job needs to know and understand: SB6. The consumption patterns and preferences of the target audience (reader/ viewer/ listener)
	Analytical Thinking
	The user/individual on the job needs to know and understand: SB7. How to analyze a range of information and bring it together to form a coherent and comprehensible piece of writing
	Critical Thinking
	The user/individual on the job needs to know and understand: SB8. How to critically evaluate one's own or others' work and assess its suitability for the intended target audience
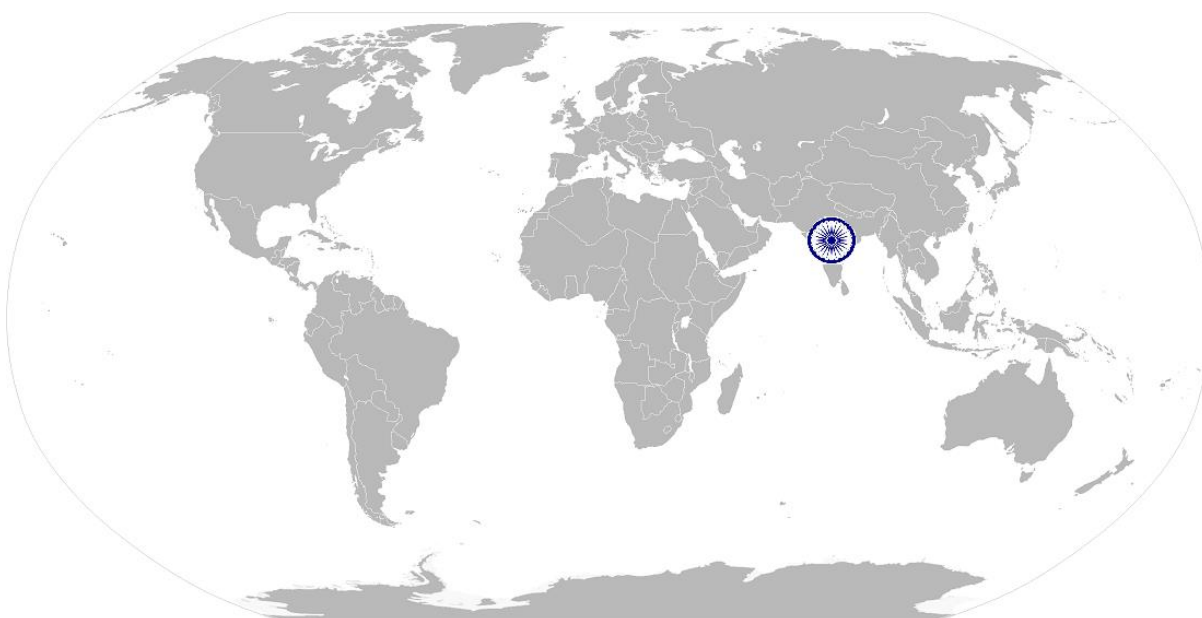
NOS Version Control

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

National Occupational Standard

Overview

This unit is about identifying different types of audio visual aids and evaluating their suitability based on the story and medium

MES/ N 1907

NOS

National Occupational Standards

N·S·D·C
National
Skill Development
Corporation

Understand Audio Visual Aids

National Occupational Standard

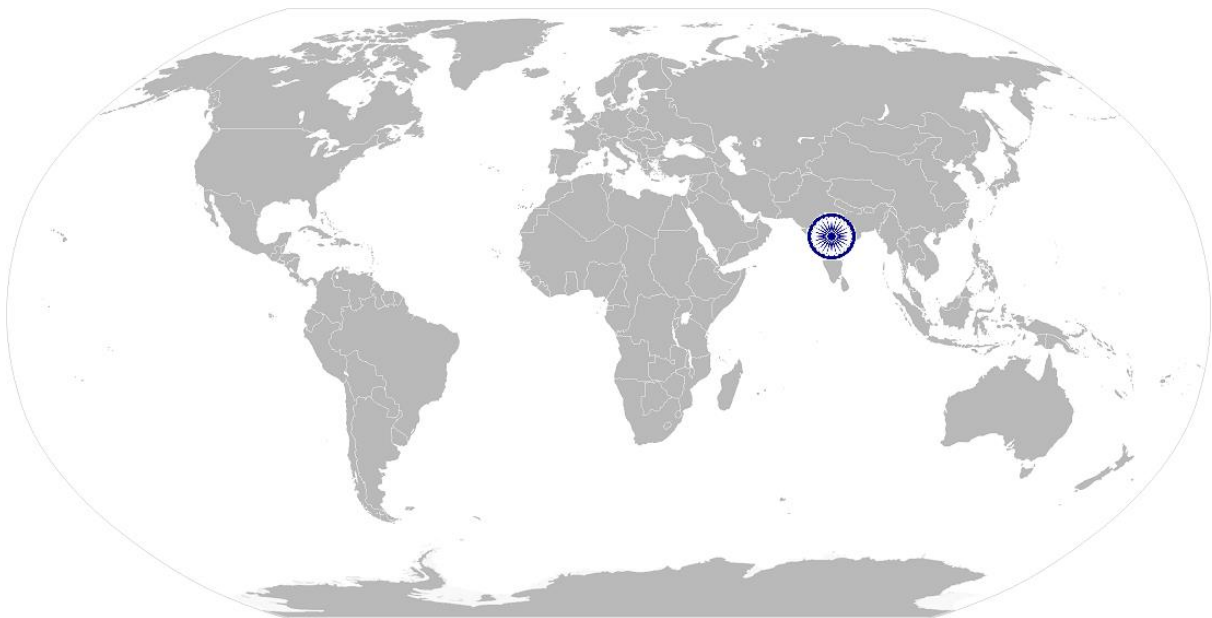| Unit Code	MES/ N 1907
Unit Title (Task)	Understand Audio Visual Aids
Description	This unit is about identifying different types of audio visual aids and evaluating their suitability based on the story and medium
Scope	• Understand and apply audio visual aids as an effective way to convey information. Examples of audio visual aids include: photographs, illustrations, graphics (text, charts, graphs), audio and video clips, animation and visual effects/VFX

Performance Criteria (PC) w.r.t. the Scope

Element	Performance Criteria
Understand and apply audio visual aids	To be competent, the user/individual on the job must be able to: PC1. Understand the different audio visual aids available PC2. Identify which audio visual aid(s) would be most suited – based on the story and/ or the medium PC3. Collect information and present it effectively using audio visual aids

Knowledge and Understanding (K)

A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. The target audience for the content and/or the organization/ individual that is commissioning the content KA2. Editorial standards followed by the organization/ individual that is commissioning the content (including applicable local, national or international laws) KA3. Resource limitations including any constraints on budget, resources and time availability (i.e. deadlines)
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. The brief for the story/ script and the specific areas where audio visual aids can be used KB2. Various types of graphs, charts and analytical tools – that can be used to represent information and support the story KB3. How audio visual aids can complement a story, emphasize certain aspects and how they can be used to deliver information in a simple, interesting or graphical manner KB4. The relevant facts and information that have been gathered, as well as any background research that may have been undertaken KB5. How to plan for audio visual aids that need to be requisitioned in advance – e.g. photographs, illustrations, graphics, sound bites etc. KB6. How to assess the suitability of incoming audio visual aids that may not have been requisitioned specifically but are still relevant – e.g. raw footage, archive material (e.g. images, old video clips etc.) KB7. How to verify information and confirm the accuracy of any facts that are being used in an audio visual aid KB8. How to write captions that correctly represent visual aids KB9. The applicable legal and regulatory framework, especially intellectual property norms – e.g. use of images from paid databases, photographer and

	artist credits, use of freely available content, Creative Commons licenses etc. KB10. How to evaluate any risks to the individual's own health and safety and/ or other's around them
Skills (S)	
A. Core Skills/ **Generic Skills**	**Writing Skills**
	The user/ individual on the job needs to know and understand how to: SA1. Requisition for and describe audio visual aids based on the story brief
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA2. Undertake background research, gather references and collect information
	Oral Communication (Listening and Speaking skills)

	The user/individual on the job needs to know and understand how to:
	  SA3. Verify information by conversing with people
	  SA4. Effectively present and defend different types of audio visual aids to one's editor/ editorial supervisor

B. Professional Skills	**Decision Making**

	The user/individual on the job needs to know and understand how to:
	  SB1. Make relevant decisions related to the area of work e.g. choice of audio visual aid(s), confirming accuracy of information and evaluating risks
	  SB2. Prioritize information and focus on what's important for the audio visual aid given space/ time limits

	Plan and Organize

	The user/individual on the job needs to know and understand how to:
	  SB3. Estimate the effort associated with commissioning different types of audio visual aids
	  SB4. Plan own work and work for additional staff (e.g. photographer, illustrator, graphic designer) according to deadlines
	  SB5. Manage within the agreed budget and minimize overruns

	Customer Centricity
	The user/individual on the job needs to know and understand: SB6. The consumption patterns and preferences of the target audience (reader/ viewer/ listener)
	Analytical Thinking
	The user/individual on the job needs to know and understand: SB7. How to analyze a range of information and bring it together in the form of an effective audio visual aid
	Critical Thinking
	The user/individual on the job needs to know and understand: SB8. How to critically evaluate one's own or others' work and assess its suitability for the intended target audience

NOS Version Control

NOS Code	**MES / N 1907**		
Credits (NSQF)	**TBD**	**Version number**	**01**
Industry	**Media & Entertainment**	**Drafted on**	**16/03/15**
Industry Sub-sector	**Television, Print, Radio, Digital**	**Last reviewed on**	**16/03/15**
Occupation	**Journalism**	**Next review date**	**16/03/17**

National Occupational Standard

Overview

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

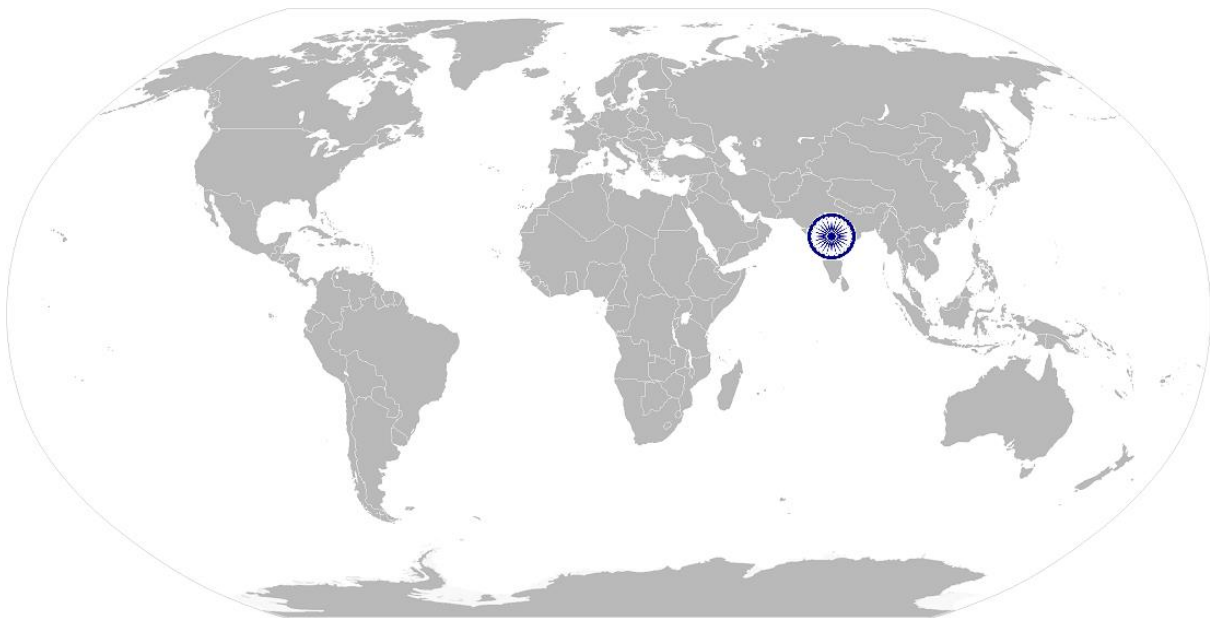National Occupational Standard

Unit Code	MES/ N 1910
Unit Title (Task)	**Report in a Difficult or Hostile Environment**
Description	This unit is about undertaking field based reporting from exceptionally harsh, difficult or hostile environments
Scope	• Undertake reporting from conflict zones, during war and civil unrest, on extreme weather conditions, on natural or manmade disasters and other harsh/ hostile situations

Performance Criteria (PC) w.r.t. the Scope	
Element	**Performance Criteria**
Undertake reporting in difficult or hostile environments	To be competent, the user/individual on the job must be able to: PC1. Understand the risks of reporting in these conditions and ensure that the highest quality of planning is undertaken PC2. Think on one's feet, react quickly and manage unpredictable situations – e.g. change in external environment, equipment failure or other types of resource limitations PC3. Determine when risks outweigh the benefits and how to cease reporting/ return safely back to a base location

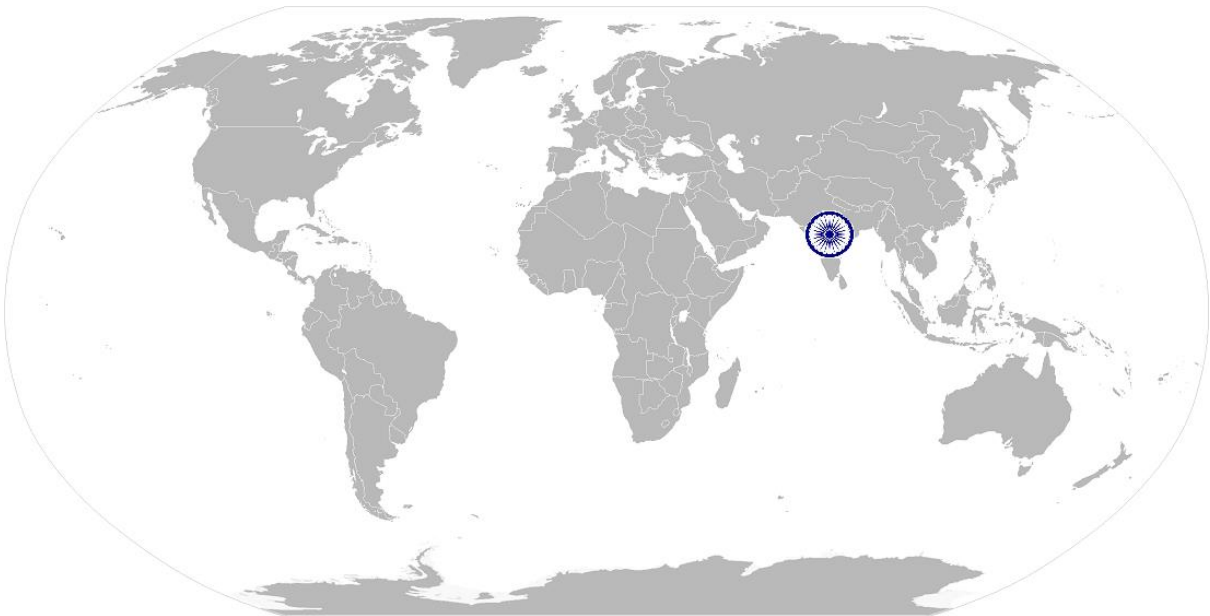| Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. The target audience for the content and/or the organization/ individual that is commissioning the content KA2. Editorial standards followed by the organization/ individual that is commissioning the content (including applicable local, national or international laws) KA3. The risks that are considered acceptable by the organization/ individual and any limitations on how far the organization/ individual will go to support the specific instance of reporting in a difficult or hostile environment (e.g. any limits on insurance, liability and medical care)
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. How to define the purpose/ information requirements from the field KB2. How to conduct background research on the location and assess the logistical/ planning requirements KB3. How to evaluate a location for risks – e.g. climate, weather, disease, nature, mobs, armed forces, civilian unrest etc. KB4. Risk mitigating equipment and clothing e.g. bullet proof vests, safety harnesses, bullet proof vehicles etc. KB5. Where to seek shelter in case the situation worsens KB6. How to communicate with one's editorial supervisor and remain in contact with someone at all possible points in time KB7. Applicable entry and exit rules e.g. e.g. visas, permits, photography/ videography permissions, requirements for public vs. private property KB8. One's own personal limitations (including risks to physical or mental well-being) and when the situation calls for an exit KB9. How to identify signs of stress or stress-related disorders (in oneself or other

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

NOS Version Control

NOS Code	**MES / N 1910**		
Credits (NSQF)	TBD	**Version number**	01
Industry	Media & Entertainment	**Drafted on**	16/03/15
Industry Sub-sector	Television, Print, Radio, Digital	**Last reviewed on**	16/03/15
Occupation	Journalism	**Next review date**	16/03/17

National Occupational Standard

Overview

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

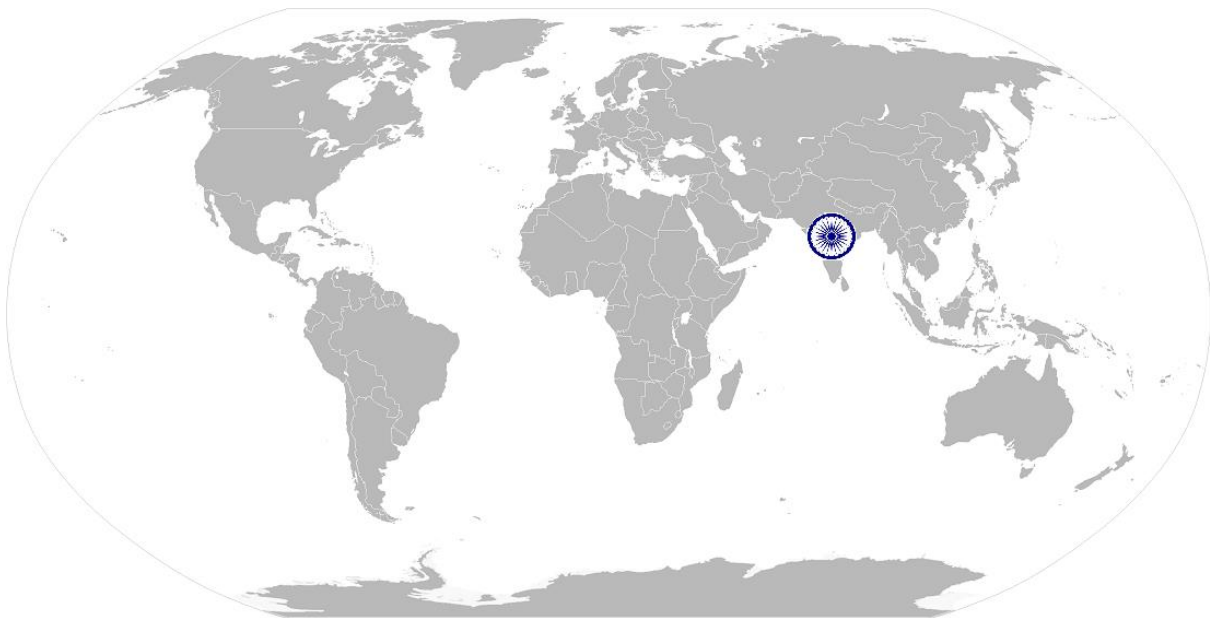
National Occupational Standard

Unit Code	MES/ N 1911
Unit Title (Task)	Comply with Applicable Law and Regulation
Description	This unit is about complying with various laws and regulations applicable to the journalism industry (including codes of conduct for various media)
Scope	• Familiarize oneself with each of the applicable legal and regulatory norms, codes of conduct and ethics using the respective source documents and training material • Comply with the legal and regulatory requirements of the specific organization/ individual that is commissioning the content

Performance Criteria (PC) w.r.t. the Scope	
Element	**Performance Criteria**
Familiarize oneself with applicable legal and regulatory norms	To be competent, the user/individual on the job must be able to: PC1. Understand the applicable legal and regulatory framework that apply to one's work PC2. Identify instances where either one's own or someone else's work may not comply fully with the framework PC3. Understand the risks of non-compliance for oneself and the organization PC4. Escalate instances of non-compliance to one's editorial supervisor and/ or compliance officer as applicable

| Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. Editorial standards, code of conduct and other ethical norms followed by the organization/ individual that is commissioning the content KA2. The mechanism for reporting non-compliance and what to do in instances where one's direct supervisor may also be non-compliant
B. Technical Knowledge	The user/individual on the job may need to know and understand one or more of the following legal and regulatory concepts, and their implications: KB1. Press Council of India, Norms of Journalistic Conduct, 2005 KB2. Code of ethics and core values such as impartiality, communal harmony and secularism KB3. Personal attacks/ commentary on an individual and potential litigation risks e.g. defamation, libel and slander KB4. What kind of information can and cannot be disclosed (e.g. matters that are sub judice, events that could ignite communal unrest etc.) KB5. Where the identify of a specific individual must not be disclosed (e.g. victims of rape and other grievous harm) KB6. How to correctly represent minority communities such as women, AIDS patients and other sections of society in a manner that is progressive, inclusive and maintains their dignity KB7. How to respect intellectual property, and the implications of using copyrighted material, infringement and plagiarism

	KB8. Understand the penalties (e.g. fines and imprisonment) for not complying with these norms. In certain cases, fines may also extend to the employee's organization and/ or senior officials
	KB9. Keep updated with the legal and regulatory framework to ensure that non-compliance does not happen due to lack of knowledge/ awareness of a change in norms
	KB10. How to evaluate any risks of non-compliance to the individual's own health and safety and/ or other's around them
Skills (S)	
A. Core Skills/ Generic Skills	**Writing Skills**
	The user/ individual on the job needs to know and understand how to: SA1. Prepare written notes/ justification on compliance if needed
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA2. Read and comprehend applicable laws and codes of conduct
B. Professional Skills	**Decision Making**
	The user/individual on the job needs to know and understand how to: SB1. Make relevant decisions related to the area of work
	Problem Solving
	The user/individual on the job needs to know and understand: SB2. How to identify aspects of one's work that may not comply – and how to evaluate/ change the course of action accordingly
	Critical Thinking
	The user/individual on the job needs to know and understand: SB3. How to critically evaluate one's own or someone else's work for non-compliance

NOS Version Control

NOS Code	**MES / N 1911**		
Credits (NSQF)	**TBD**	**Version number**	**01**
Industry	**Media & Entertainment**	**Drafted on**	**16/03/15**
Industry Sub-sector	**Television, Print, Radio, Digital**	**Last reviewed on**	**16/03/15**
Occupation	**Journalism**	**Next review date**	**16/03/17**

National Occupational Standard
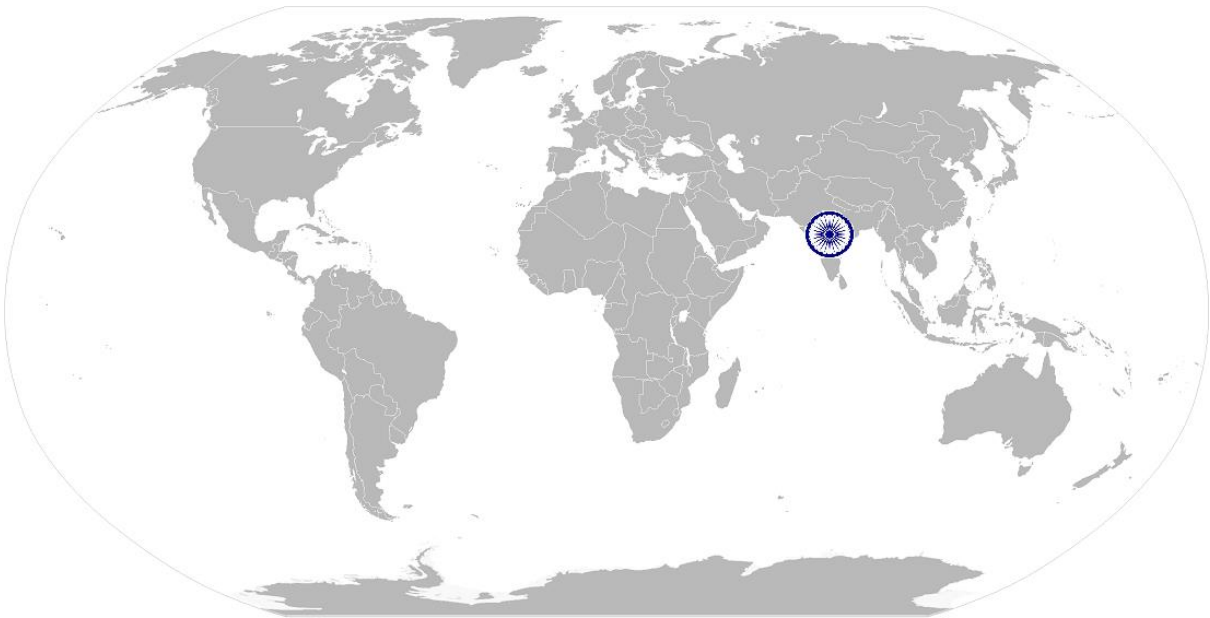
Overview

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

Unit Code	MES/ N 1912
Unit Title (Task)	Maintain workplace health and safety
Description	This OS unit is about contributing towards maintaining a healthy, safe and secure working environment
Scope	This unit/task covers the following: • Understanding the health, safety and security risks prevalent in the workplace • Knowing the people responsible for health and safety and the resources available • Identifying and reporting risks • Complying with procedures in the event of an emergency

Performance Criteria (PC) w.r.t. the Scope	
Element	**Performance Criteria**
Understanding the risks prevalent in the workplace	To be competent, the user/individual on the job must be able to: PC1. Understand and comply with the organisation's current health, safety and security policies and procedures PC2. Understand the safe working practices pertaining to own occupation PC3. Understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises PC4. Participate in organization health and safety knowledge sessions and drills
Knowing the people responsible for health and safety and the resources available	PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms
Identifying and reporting risks	PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety PC8. Ensure own personal health and safety, and that of others in the workplace though precautionary measures PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person PC10. Report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn other people who may be affected
Complying with procedures in the event of an emergency	PC11. Follow organisation's emergency procedures for accidents, fires or any other natural calamity in case of a hazard PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority

Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and	The user/individual on the job needs to know and understand: KA1. Organisation's norms and policies relating to health and safety KA2. Government norms and policies regarding health and safety and related emergency procedures KA3. Limits of authority while dealing with risks/ hazards

National Occupational Standard

its processes)	KA4. The importance of maintaining high standards of health and safety at a workplace
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. The different types of health and safety hazards in a workplace KB2. Safe working practices for own job role KB3. Evacuation procedures and other arrangements for handling risks KB4. Names and contact numbers of people responsible for health and safety in a workplace KB5. How to summon medical assistance and the emergency services, where necessary KB6. Vendors' or manufacturers' instructions for maintaining health and safety while using equipments, systems and/or machines
Skills (S) (Optional)	
A. Core Skills/ Generic Skills	**Writing Skills**
	The user/individual on the job needs to know and understand how to: SA1. How to write and provide feedback regarding health and safety to the concerned people SA2. How to write and highlight potential risks or report a hazard to the concerned people
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA3. Read instructions, policies, procedures and norms relating to health and safety
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA4. Highlight potential risks and report hazards to the designated people SA5. Listen and communicate information with all anyone concerned or affected
B. Professional Skills	**Decision making**
	The user/individual on the job needs to know and understand how to: SB1. Make decisions on a suitable course of action or plan
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB2. Plan and organize people and resources to deal with risks/ hazards that lie within the scope of one's individual authority
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB3. Apply problem solving approaches in different situations
	Critical Thinking
	The user/individual on the job needs to know and understand how to: SB4. Understand hazards that fall within the scope of individual authority and report all hazards that may supersede one's authority SB5. Apply balanced judgements in different situations

NOS Version Control

NOS Code	**MES / N 1912**		
Credits (NSQF)	**TBD**	**Version number**	**01**
Industry	**Media & Entertainment**	**Drafted on**	**16/03/15**
Industry Sub-sector	**Television, Print, Radio, Digital**	**Last reviewed on**	**16/03/15**
Occupation	**Journalism**	**Next review date**	**16/03/17**