



# QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

## What are Occupational Standards(OS)?

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

**Contact Us:**  
 Media & Entertainment Skills Council  
 522-524, DLF Tower A,  
 Jasola District Center,  
 New Delhi, India –  
 110025  
 Email:  
[info@mescindia.org](mailto:info@mescindia.org)  
[www.mescindia.org](http://www.mescindia.org)



## Contents

1. Introduction and Contacts.....P.1
2. Qualifications Pack.....P.2
3. Glossary of Key Terms.....P.3
4. NOS Units.....P.5
5. Nomenclature for QP & NOS.....P.56
6. Criteria For Assessment of Trainees.P.58

## Introduction

### Qualifications Pack- Community Journalist

**SECTOR:** MEDIA AND ENTERTAINMENT

**SUB-SECTOR:**Television, Print, Radio, Digital

**OCCUPATION:** Journalism

**REFERENCE ID:** MES/Q1904

**ALIGNED TO:** NCO-2015/2451.30

**Brief Job Description:** A Community Journalist helps the correspondent and editorial team in newsroom by circulating or providing local news on different subjects important to community. He/she gathers information by capturing pictures / videos and creates case highlights, news stories, to be used for television, radio or in magazines, newspapers, etc.

**Personal Attributes:** The individual should possess ethics & integrity; courage & boldness; excellent communication and investigation skills while interacting with people and also have a genuine interest in people around him/her. He/she must be able to coordinate with local community, absorb information of local relevance.

Job Details	<b>Qualifications Pack Code</b>	<b>MES/Q1904</b>		
	<b>Job Role</b>	<b>Community Journalist</b> This job role is applicable in both national and international scenarios		
	<b>Credits (NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
	<b>Sector</b>	<b>Media and Entertainment</b>	<b>Drafted on</b>	<b>16/03/2015</b>
	<b>Sub-sector</b>	<b>Television, Print, Radio, Digital</b>	<b>Last reviewed on</b>	<b>11/03/2019</b>
	<b>Occupation</b>	<b>Journalism</b>	<b>Next review date</b>	<b>10/03/2022</b>
	<b>NSQC Clearance on</b>	<b>22/08/2019</b>		

<b>Job Role</b>	<b>Community Journalist</b>
<b>Role Description</b>	A Community Journalist helps the correspondent and editorial team in newsroom by circulating or providing local news on different subjects important to community. He/she gathers information by capturing pictures / videos and creates case highlights, news stories, to be used for television, radio or in magazines, newspapers, etc.
<b>NSQF level</b>	4
<b>Minimum Educational Qualifications</b>	Class 12 <sup>th</sup>
<b>Maximum Educational Qualifications</b>	NA
<b>Prerequisite License or Training</b>	NA
<b>Minimum Job Entry Age</b>	18 years
<b>Experience</b>	NA
<b>Applicable National Occupational Standards (NOS)</b>	<b>Compulsory:</b> <ol style="list-style-type: none"> <li>1. <a href="#">MES/N1901 Map the community</a></li> <li>2. <a href="#">MES/N1902 Gather news of local importance</a></li> <li>3. <a href="#">MES/N1903 Conduct an interview</a></li> <li>4. <a href="#">MES/N1904 Undertake field reporting</a></li> <li>5. <a href="#">MES/N0104 Maintain workplace health and safety</a></li> </ol>
<b>Performance Criteria</b>	As described in the relevant OS units

Definitions

Keywords /Terms	Description
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.
Occupation	Occupation is a set of job roles which performs similar or related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards(OS)	OS specify the standards of performance that an individual must achieve when carrying out a function at the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria	Performance criteria are statements that together specify the standard of performance required while carrying out a task.
National Occupational Standards (NOS)	NOS are the occupational standards which are applied uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OSs, together with the educational training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Electives	Electives are NOS or a set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS or a set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This will be helpful to anyone searching on a database to verify that this is the appropriate OS they have been looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with while carrying out the functions which have a critical impact on quality of performance required.
Knowledge and Understanding	Knowledge and understanding are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs to perform for the required standard.
Organisational Context	Organisational context includes the way the organization is structured and how it operates, including the extent of operative knowledge.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.

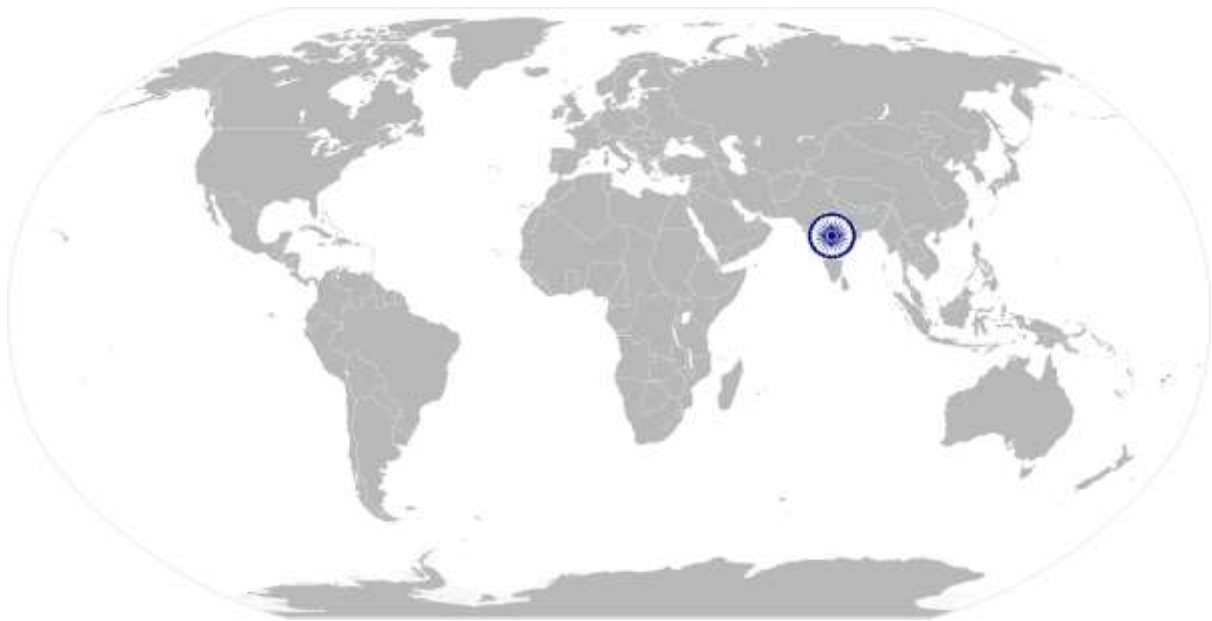
Core Skills/ Generic Skills	Core skills or generic skills are a group of skills that are the key to learning and working in today's world. These skills are typically needed in all the work environments in today's world. In the context of the OS, these include communication related skills that are applicable to most of the job roles.
Assignment Desk	The department in a news organization that tracks all stories and developments and also 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 words as a 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 or advertising is aimed. The target audience are typically defined by age, gender, economic classification, geography and any other relevant parameters
Timelines	Timeline is a listing of dates by which the production milestones/stages need to be completed
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries being served by the industry.

**Acronyms**

Keywords /Terms	Description
NOS	National Occupational Standard(s)
NSQF	National Skills Qualification Framework
QP	Qualifications Pack
NVEQF	National Vocational Education Qualifications Framework
NVQF	National Vocational Qualifications Framework

---

# National Occupational Standard



---

## Overview

This unit is about community mapping, interaction with people, study about the incident / story concept etc.

MES/N1901

**map the community**

National Occupational Standard

<b>Unit Code</b>	<b>MES/N1901</b>
<b>Unit Title (Task)</b>	<b>Map the community</b>
<b>Description</b>	This OS unit is about community mapping, interaction with people, study on incident.
<b>Scope</b>	<ul style="list-style-type: none"> <li>Community mapping and recognize the incident</li> <li>Abide by the limitations while collecting reports on social practices</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Community mapping and recognize the incident</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. develop a method to connect with the local public and concerned authorities of their surrounding community</p> <p>PC2. conduct small group meetings with local people</p> <p>PC3. visit the community to develop idea about case story</p> <p>PC4. analyze the work carried out in surrounding community</p>
<b>Abide by the limitations while collecting reports on social practices</b>	<p>PC5. abide by the limitations that apply to work in the respective region (Gram Panchayats etc. if any)</p> <p>PC6. collect information from various sources, including daily events and occurrences, other news publications</p>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. the target audience for the content and/or the organization/ individual that is commissioning the content</p> <p>KA2. editorial standards followed by the organization/ individual that is commissioning the content (including applicable local, national or international laws)</p> <p>KA3. resource limitations including any constraints on budget, resource availability and deadlines.</p> <p>KA4. the mechanism for reporting non-compliance and what to do in the instances where one's direct supervisor may also be non-compliant</p> <p>KA5. local administrative structure (Sub-division, block, panchayat etc.), education system, culture, local sports, etc.</p>

**MES/N1901**

**map the community**

<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. the different information sources available – including daily events and occurrences, other news publications, interacting with people (colleagues, experts, contacts/ network), archives, press releases and newswires</p> <p>KB2. how to build and maintain a network of contacts/ sources</p> <p>KB3. how to verify information, undertake background checks and confirm the accuracy of any fact used during idea development</p> <p>KB4. norms of Press Council of India and journalistic conduct, 2005</p> <p>KB5. code of ethics and core values such as impartiality, communal harmony and secularism</p> <p>KB6. create awareness among local community and encourage self help group</p> <p>KB7. personal attacks/ commentary on an individual and potential litigation risks e.g. defamation, libel and slander</p> <p>KB8. the kind of information which cannot be disclosed (e.g. matters that are sub judice, events that could ignite communal unrest etc.)</p> <p>KB9. where the identity of a specific individual must not be disclosed (e.g. victims of rape and identify other grievous harm)</p> <p>KB10. how to correctly address the issues of minority communities such as women, AIDS patients and other sections of society in a manner that is progressive, inclusive and maintains their dignity</p> <p>KB11. how to respect intellectual property, and the implications of using copyrighted material, infringement and plagiarism</p> <p>KB12. the penalties (e.g. fines and imprisonment) for not complying with these norms.</p> <p>KB13. how to be updated with the legal and regulatory framework to ensure that non-compliance does not happen due to lack of knowledge/ awareness of change in norms</p> <p>KB14. how to evaluate any risks of non-compliance to the individual’s own health and safety and/ or others around them</p>
<b>Skills (S)</b>	
<b>A. Core Skills/ Generic Skills</b>	<p><b>Writing Skills</b></p>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. draft story outlines and other write-up on the incident</p>



MES/N1901

map the community

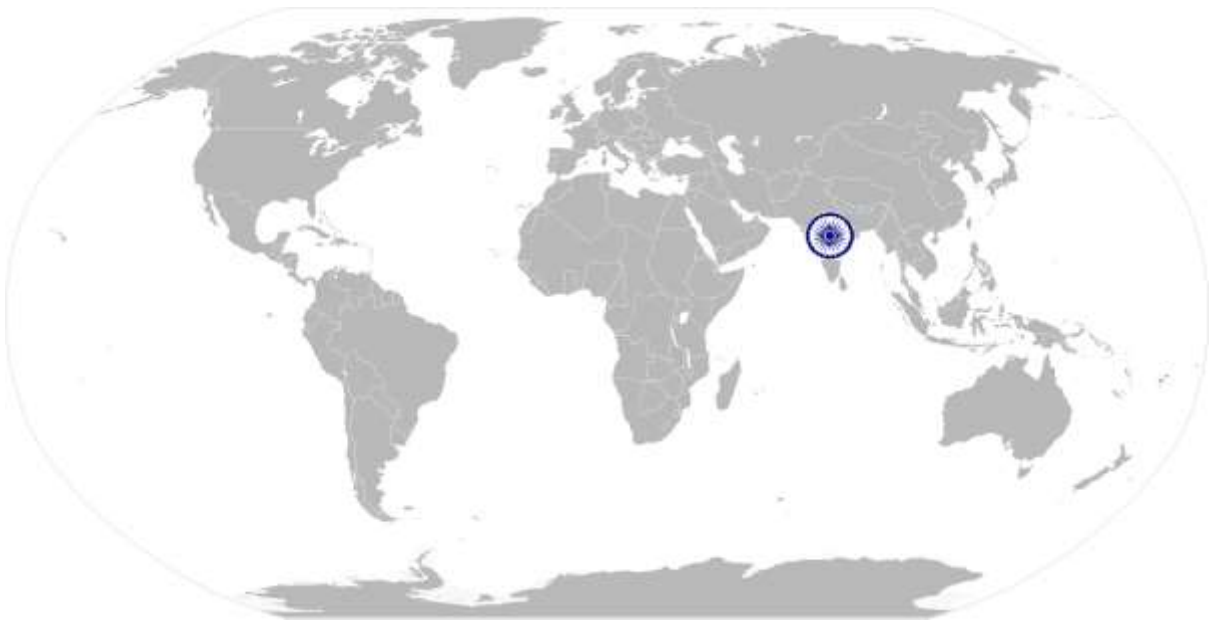
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to: SA2. study background, gather references and collect information SA3. read various sources of news including wire services and other publications/ channels/ websites/ media
	<b>Oral Communication (Listening and Speaking skills)</b>
	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 ideas to one's editor/ editorial supervisor
	<b>B. Professional Skills</b>
	<b>Decision Making</b>
	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
	<b>Plan and Organize</b>
	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
	<b>Customer Centricity</b>
	The user/individual on the job needs to know and understand: SB4. the consumption patterns and preferences of the target audience (readers/ viewers/ listeners)
	<b>Analytical Thinking</b>
	The user/individual on the job needs to know and understand: SB5. how to analyze a range of information sources SB6. distinguish clearly between fact, opinion, and comment while developing ideas for editorial content
	<b>Critical Thinking</b>
	The user/individual on the job needs to know and understand: SB7. assess the suitable background concept for the intended target audience
<b>Problem Solving</b>	
The user/individual on the job needs to know and understand:	



MES/N1901

map the community

	SB8. address any legal, ethical or safety challenges while collecting the information
--	---

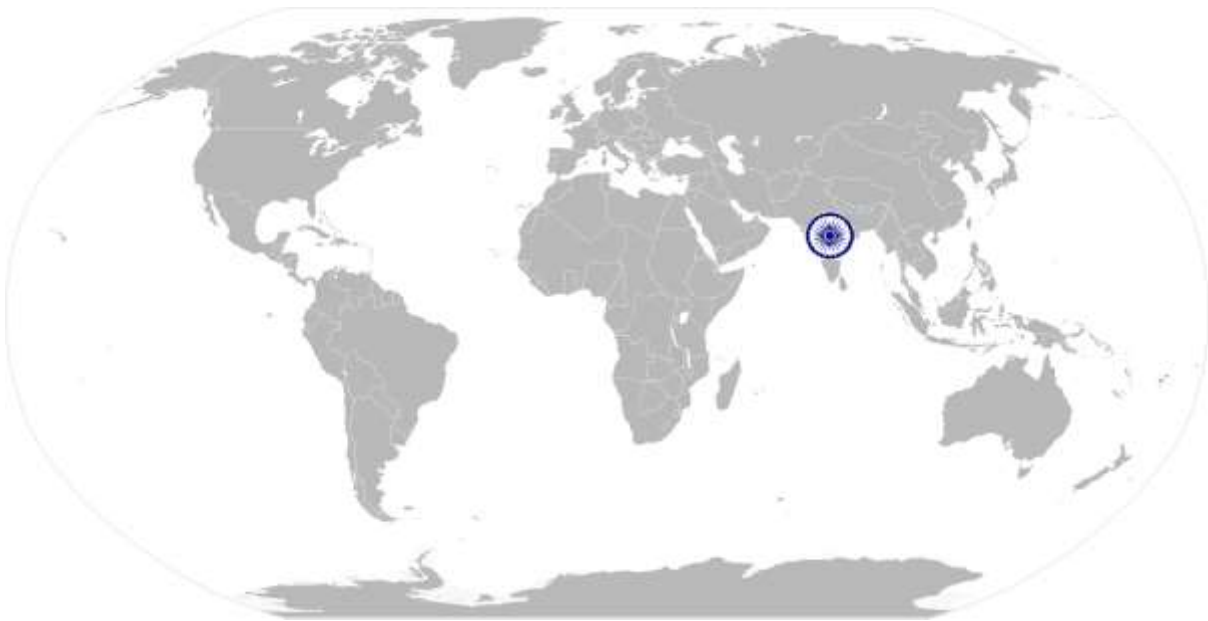


MES/N1901

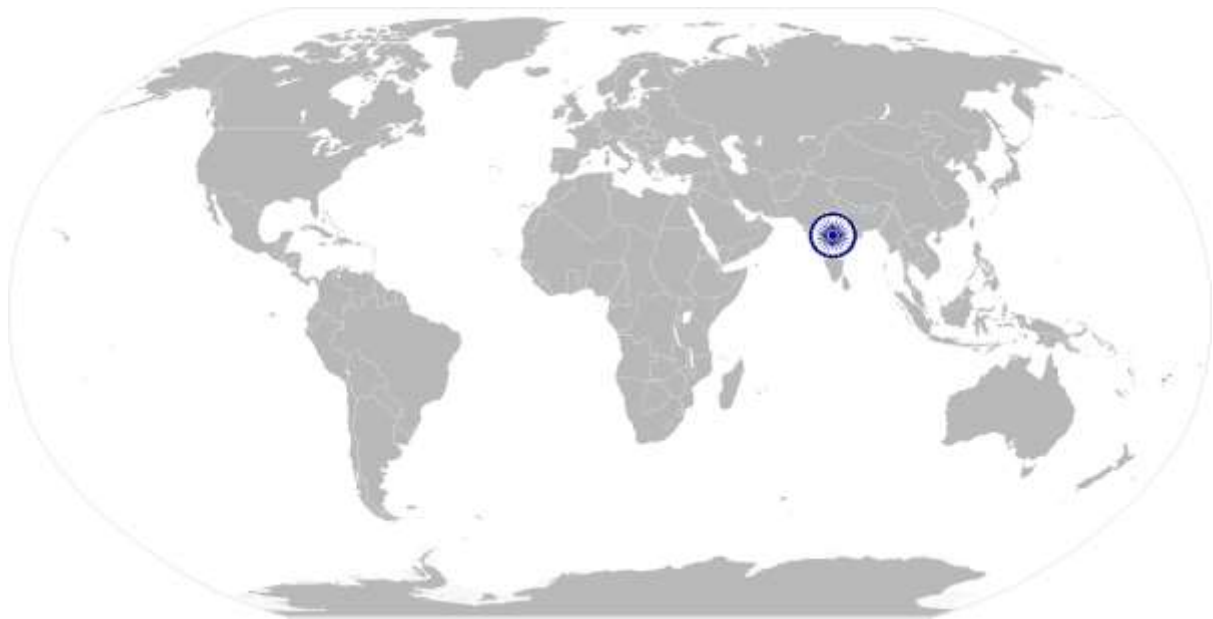
Map the community

## NOS Version Control

<b>NOS Code</b>	MES/N1901		
<b>Credits (NSQF)</b>	TBD	<b>Version number</b>	1.0
<b>Industry</b>	Media & Entertainment	<b>Drafted on</b>	16/03/2015
<b>Industry Sub-sector</b>	Television, Print, Radio, Digital	<b>Last reviewed on</b>	11/03/2019
<b>Occupation</b>	Journalism	<b>Next review date</b>	10/03/2022



# National Occupational Standard



---

## Overview

This unit is about gathering the information from the community to collect background facts

**MES/N1902**

**Gather news of local importance**

<b>Unit Code</b>	<b>MES/N1902</b>
<b>Unit Title(Task)</b>	<b>Gather news of local importance</b>
<b>Description</b>	This OS unit is about gathering the relevant information, news, events etc. related to local community and creating a case story / news by involving people while collecting background informations.
<b>Scope</b>	<ul style="list-style-type: none"> <li>Investigate background of the incident and create story concepts</li> <li>Use audio visual aids with proper planning</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Investigate background of the incident and create story concept</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. conduct background study and collect information for developing story ideas</p> <p>PC3. create story ideas for their suitability to the particular medium relevant to the incident.</p> <p>PC2. create daily coverage that reflects the conversations about issues in the community</p> <p>PC4. verify evidence of the incident (s)</p> <p>PC5. conduct root cause analysis</p> <p>PC6. analyze the corresponding implications on expenditure, resource requirements and the social impact of the incident</p> <p>PC7. gather information from the field through a range of sources, and file stories within timelines</p> <p>PC8. gather ideas of social importance in the region</p> <p>PC9. collect information from various sources, including daily events and occurrences, other news publications</p>
<b>Use audio visual aids with proper planning</b>	<p>PC10. identify which audio visual aid(s) would be most appropriate for the story being recorded/told, and to the medium/format being used</p> <p>PC11. capture / collect all relevant pictures, videos, audios related to the incident</p> <p>PC12. use task specific audio visual aids like illustrations, graphics (text, charts, graphs), audio and video clips available, animation tools and visual effects</p>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. the target audience for the content and/or the organization/ individual that is commissioning the content</p>

**MES/N1902**

**Gather news of local importance**

	<p>KA2. editorial standards followed by the organization/ individual that is commissioning the content (including applicable local, national or international laws)</p> <p>KA3. resource limitations including any constraints on budget, resources and time availability (i.e. deadlines)</p>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. the different information sources available – including daily events and occurrences, other news publications, communicating with people (colleagues, experts, contacts/ network), archives, press releases and newswires</p> <p>KB2. how to build and maintain a network of contacts/ sources</p> <p>KB3. beats that are critical to cover a community</p> <p>KB4. how to work on the beats effectively</p> <p>KB5. how to connect with local community, anticipating their needs and wants</p> <p>KB6. how to select the appropriate information source(s) based on the idea, the target audience and the platform where it will be published/ aired</p> <p>KB7. how to verify information, undertake background checks and confirm the accuracy of any facts that are gathered</p> <p>KB8. available resources and implications of a particular story/ idea/ concept on resources, time and budget</p>
<b>Skills (S)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	The user/ individual on the job needs to know and understand how to:
	SA1. write notes on background study, analysis, etc.
	<b>Reading Skills</b>
	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
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to:
	SA4. undertake background research and collect information by conversing with people

**MES/N1902**

**Gather news of local importance**

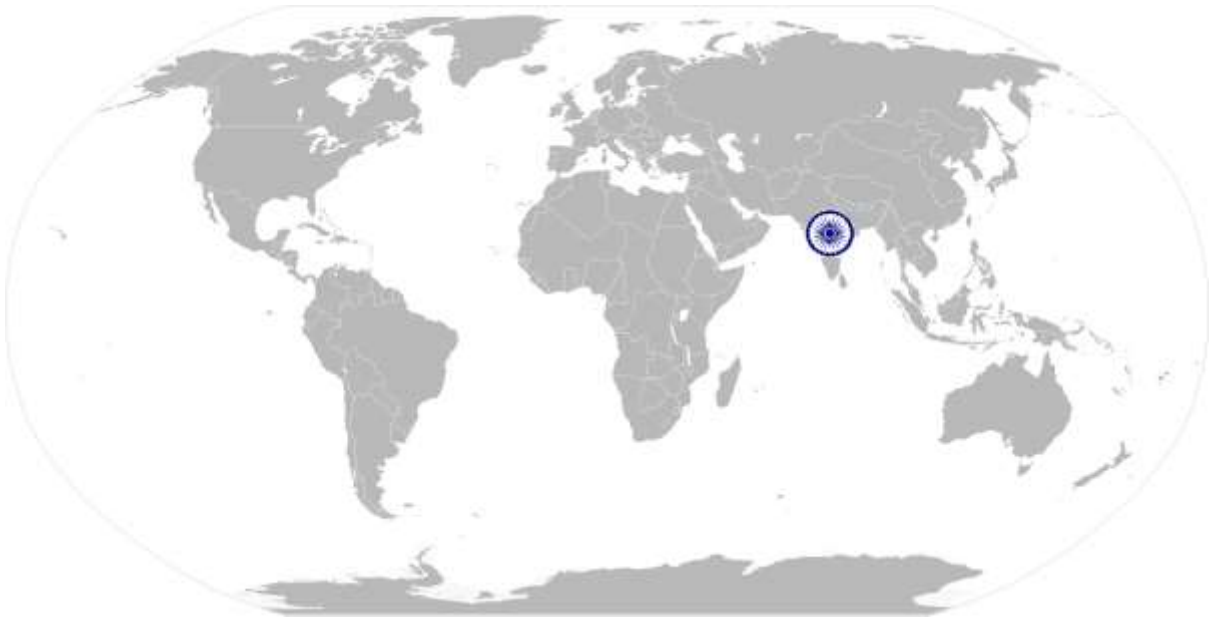
	<p>SA5. effectively present and defend research and information collected to one's editor/ editorial supervisor</p>
<p><b>B. Professional Skills</b></p>	<p><b>Decision Making</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. make relevant decisions related to the area of work e.g. choice of information source(s), confirming accuracy of information and evaluating risks</p>
	<p><b>Plan and Organize</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. estimate the effort and time associated with conducting research for a particular story/ idea/ concept</p>
	<p><b>Customer Centricity</b></p>
	<p>The user/individual on the job needs to know and understand:</p> <p>SB3. the consumption patterns and preferences of the target audience (reader/ viewer/ listener)</p>
	<p><b>Analytical Thinking</b></p>
<p>The user/individual on the job needs to know and understand:</p> <p>SB4. how to analyze a range of information sources</p> <p>SB5. how to analyze and interpret relevant data</p>	

MES/N1902

Gather news of local importance

## NOS Version Control

<b>NOS Code</b>	MES/N1902		
<b>Credits (NSQF)</b>	TBD	<b>Version number</b>	1.0
<b>Industry</b>	Media & Entertainment	<b>Drafted on</b>	16/03/2015
<b>Industry Sub-sector</b>	Television, Print, Radio, Digital	<b>Last reviewed on</b>	11/03/2019
<b>Occupation</b>	Journalism	<b>Next review date</b>	10/03/2022







MES/N1903

NOS

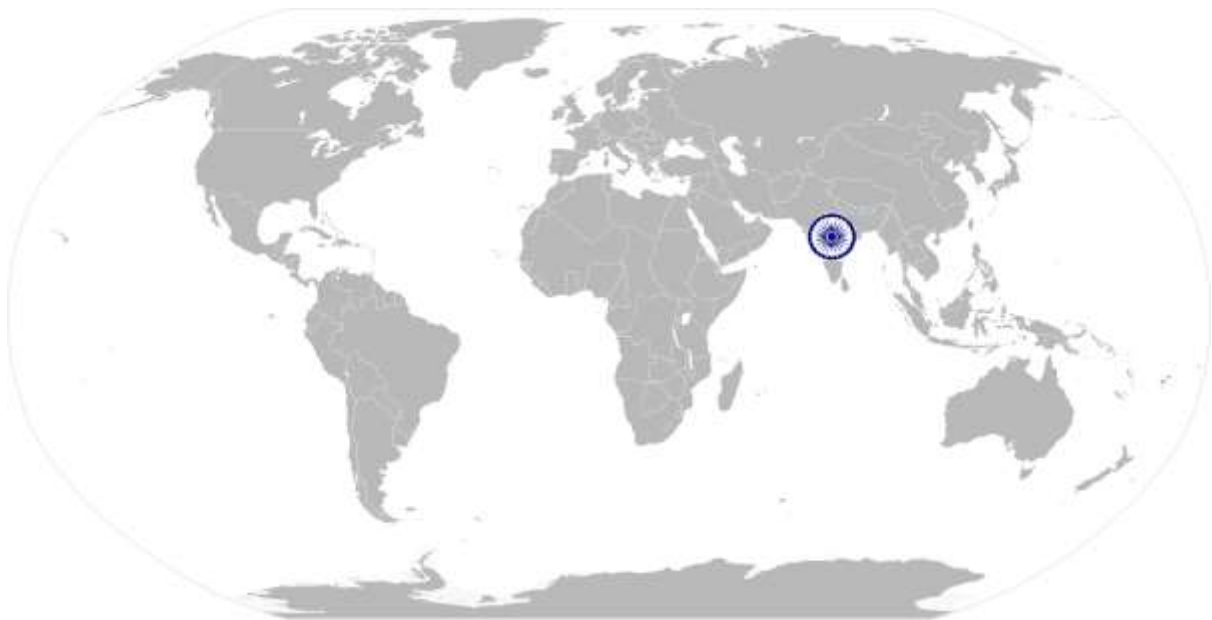
National Occupational Standards

Conduct an interview



---

# National Occupational Standard



---

## Overview

This unit is about conducting interviews and gathering information during interviews



MES/N1903

NOS

National Occupational Standards

Conduct an interview



National Occupational Standard

<b>Unit Code</b>	MES/N1903
<b>Unit Title (Task)</b>	Conduct an interview
<b>Description</b>	This unit is about conducting interviews and gathering relevant information during interviews
<b>Scope</b>	<ul style="list-style-type: none"> <li>• Preparing a questionnaire</li> <li>• Undertaking the set-up activities</li> <li>• Conducting various kind of interviews</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Prepare questionnaire</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. identify the objective of the interview and its relevance to the individuals or wider audience and organization, as appropriate to the role</p> <p>PC2. interpret the interview-brief correctly</p> <p>PC3. conduct contextual study of the individual(s) to be interviewed</p> <p>PC4. prepare pertinent questions and be aware of the type of interview being conducted:</p> <ul style="list-style-type: none"> <li>• profiles/ biopics – focused on the individual being interviewed</li> <li>• news interviews – where the interview is used to highlight certain aspects of a larger news story</li> </ul> <p>PC5. prepare list of questions relevant to the concept / story / case on which interview is being planned.</p> <p>PC6. get ready with verbal evidences for cross questioning, if applicable</p>
<b>Undertaking set-up activities</b>	<p>PC7. complete all set-up activities before start of interview (live) or interaction with the surrounding public, across different mode such that live, pre-recorded, face-to-face, over telephone, skype or video call, at an outdoor location (e.g. home, office, hotel, or public space), in studios etc.</p>
<b>Conducting various kind of interviews</b>	<p>PC8. recognise type of interview planned to be conducted like informal, behavioural, stress interview, panel interview etc.</p> <p>PC9. conduct the interview in a sequential manner with an understanding of roles of individual and corresponding authority– i.e. pose questions, receive answers/ information, participate in the conversation and improvise the topics</p>



MES/N1903

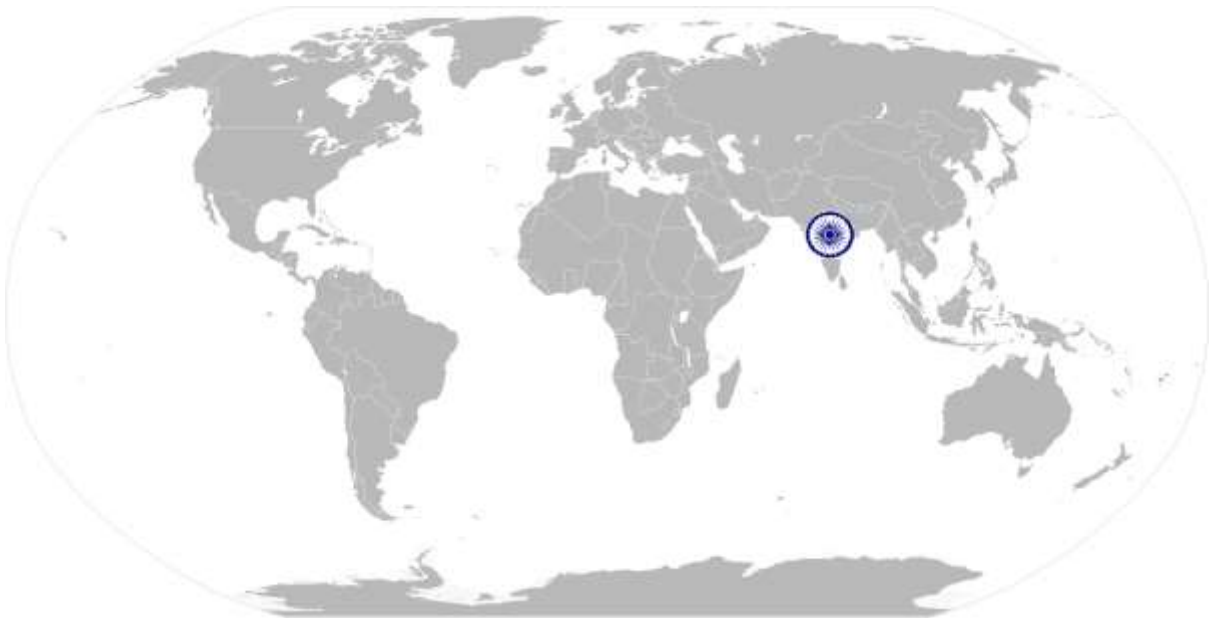


**Conduct an interview**

	<p>PC10. analyse verbal and non-verbal cues of the interviewee, accomplish the flow of the conversation and challenge/steer the conversation as appropriate to the role</p>
<b>Knowledge and Understanding (K)</b>	
<p><b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. the target audience for the interview and/or the organization/ individual, commissioning the interview</p> <p>KA2. writing standards followed by the organization/ individual, commissioning the interview (including applicable local, national or international laws)</p> <p>KA3. resource limitations including any constraints on budget, resources and time availability (i.e. deadlines)</p>
<p><b>B. Technical Knowledge</b></p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. how to define the purpose/ objective of the interview</p> <p>KB2. how to conduct background study on the interviewee and prepare an interviewee profile</p> <p>KB3. how to verify information and confirm the accuracy of any facts that are researched and/ or collected during the interview itself</p> <p>KB4. how to plan for interviews (outdoor or in the studio) – including choice of setting, time, budget, resources and equipment required</p> <p>KB5. different interview styles and how to identify the appropriate style for each interview based on the brief/ requirements</p> <p>KB6. how to manage situations where the interviewee chooses to remain anonymous or where his/ her identity needs to be protected</p>
<b>Skills (S)</b>	
<p><b>A. Core Skills/ Generic Skills</b></p>	<p><b>Writing Skills</b></p>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. prepare a list of questions and talking points</p> <p>SA2. write-up interview notes/ transcripts</p>
	<p><b>Reading Skills</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. undertake background research, gather references and collect information</p>

	<p><b>Oral Communication (Listening and Speaking skills)</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. effectively converse with the interviewee and gather information required</p> <p>SA5. use listening skills including paying attention to non-verbal cues/ body language</p>
<p><b>B. Professional Skills</b></p>	<p><b>Decision Making</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. make relevant decisions related to the area of work e.g. choice of questions, confirming accuracy of information and evaluating risks</p> <p>SB2. prioritize questions and redirect the conversation, if needed</p>
	<p><b>Plan and Organize</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. plan in advance for an interview, including resource and equipment requirements</p> <p>SB4. assess the level of research demanded by an interview, and undertake the research as necessary</p>
	<p><b>Problem Solving</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. manage unpredictable situations – e.g. change in interviewee’s attitude or style of answering</p>
	<p><b>Critical Thinking</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. deal practically with occasions which could harm oneself or organization, including: the attitude or behavior of interviewees, the information they supply, breaches in legal, ethical or compliance codes</p>
	<p><b>Customer Centricity</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. manage interviews so that individual who is interviewed will meet the time limits, and keep to the subject; and recognise, pursue and if necessary clarify relevant issues that arise, and points that need to be followed up later</p>

	SB8. establish and maintain rapport with interviewees, treat them courteously, listening carefully to their answers, and differentiating between fact and opinion
	<b>Analytical Thinking</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB9. clearly identify from the organization's brief, the purpose and focus of the interview.</p> <p>SB10. read and analyze various sources of news including wire services and other publications/ channels/ websites/ media</p>





MES/N1903

# NOS

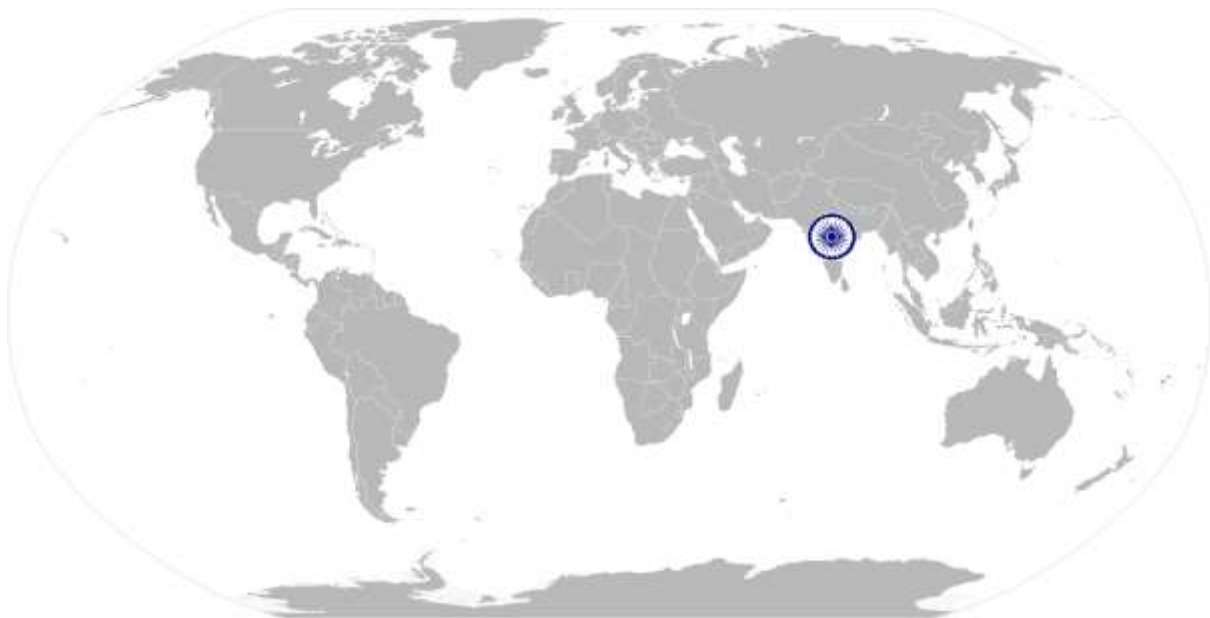
National Occupational Standards

Conduct an interview



## NOS Version Control

<b>NOS Code</b>	MES/N1903		
<b>Credits (NSQF)</b>	TBD	<b>Version number</b>	1.0
<b>Industry</b>	Media & Entertainment	<b>Drafted on</b>	16/03/2015
<b>Industry Sub-sector</b>	Television, Print, Radio, Digital	<b>Last reviewed on</b>	11/03/2019
<b>Occupation</b>	Journalism	<b>Next review date</b>	10/03/2022





MES/N1904

NOS

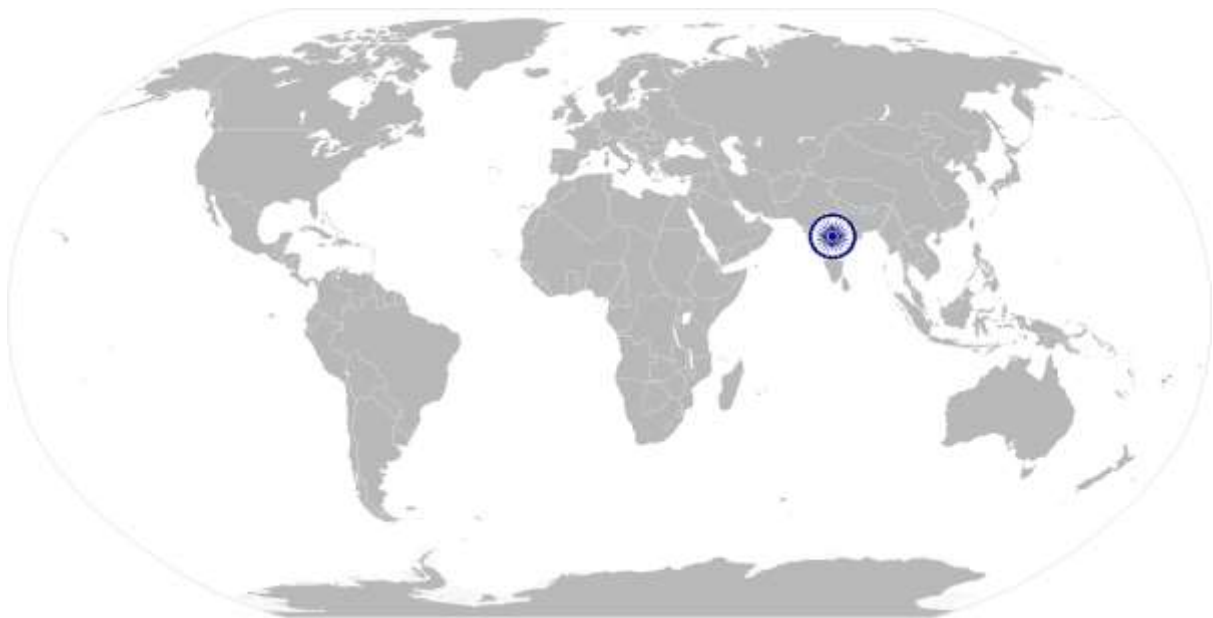
National Occupational Standards

Undertake field reporting



---

# National Occupational Standard



---

## Overview

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





MES/N1904

NOS

National Occupational Standards

Undertake field reporting



National Occupational Standard

<b>Unit Code</b>	MES/N1904
<b>Unit Title (Task)</b>	Undertake field reporting
<b>Description</b>	This OS unit is about assessing suitability of locations, preparing for field reporting and relaying information from the community
<b>Scope</b>	<ul style="list-style-type: none"> <li>undertake reporting at outdoor locations (includes public spaces, government buildings, venues hosting large events, homes and offices of public and private figures, open spaces etc.)</li> <li>Circulating the information gathered</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Undertake reporting at outdoor locations</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. identify and list the requirements of field reporting, including logistics and plan accordingly</p> <p>PC2. gather information from the field through a range of sources, and file stories within timelines</p> <p>PC3. present the facts and information in a manner that is coherent, comprehensible and appropriate for the target audience</p> <p>PC4. communicate effectively when dealing with impromptu or wide-range questions or discussions</p> <p>PC5. identify the risks of reporting in hostile/difficult conditions and ensure that the highest quality of planning is undertaken</p> <p>PC6. handle unpredictable situations – e.g. change in external environment, equipment failure or other types of resource limitations</p> <p>PC7. converse freely with participants (in the case of an anchor/ presenter) or with the anchor/ presenter—including the necessary oral communication skills, maintaining eye contact and reading body language</p> <p>PC8. draft a story or script based on the brief and prescribed word/ time limits</p> <p>PC9. write and edit items such as: headlines, captions, introductions, outros, cues and other types of links</p> <p>PC10. ensure that finished scripts meet legal and regulatory norms, and does not pose any risks to the individual and/ or organization</p>



MES/N1904

**Undertake field reporting**

	<p>PC11. display strong command of the language including spelling and sentence construction etc.</p>
<p><b>Circulating the information gathered</b></p>	<p>PC12. compile information, document facts and circulate the case story in a coherent and comprehensive manner to the newsroom</p> <p>PC13. present relevant information using audio visual aids, communicating key points and messages effectively</p> <p>PC14. cooperate with news reader / writer in briefing about the incident</p> <p>PC15. make the community aware about the benefit of reporting and highlighting local topics – discuss / publicising various schemes for the benefit of the society.</p>
<p><b>Knowledge and Understanding (K)</b></p>	
<p><b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. the target audience for the content and/or the organization/ individual that is commissioning the content</p> <p>KA2. writing standards followed by the organization/ individual that is commissioning the content (including applicable local, national or international laws)</p> <p>KA3. the target audience for the content and/or the organization/ individual that is commissioning the content</p>
<p><b>B. Technical Knowledge</b></p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. how to define the purpose/ information requirements from the field</p> <p>KB2. how to conduct background research on the location and assess the logistical/ planning requirements</p> <p>KB3. how to evaluate a location for 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.</p> <p>KB4. about permissions required to report from a certain location – e.g. visas, entry permits, photography/ videography permissions, requirements for public vs. private property</p> <p>KB5. how to determine the equipment requirements for field reporting and planning for contingencies e.g. spare batteries, lenses etc.</p> <p>KB6. nearby sources for replacing/ repairing equipment</p>



MES/N1904

**Undertake field reporting**

	<p>KB7. how to accurately estimate information/ footage requirements and plan for extra footage to minimize return trips</p> <p>KB8. how to anticipate events on the ground and manage situations of conflict, resource limitations etc. (during high pressure environments/ conflict zones etc.)</p> <p>KB9. how to write-up field notes to ensure information is not lost</p> <p>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)</p> <p>KB11. how to structure one’s thoughts and ideas, and communicate them orally in a clear and coherent manner</p> <p>KB12. vocal skills and concepts such as speed, flow, emphasis, voice modulation, gestures, movement, pauses, breathing etc.</p> <p>KB13. personal attributes and how to make oneself presentable – including clothing, hair, make-up, posture, body language and other aspects</p> <p>KB14. how to differentiate between facts and opinion/ point of view – and communicate in a manner that makes this distinction evident to the listener/ viewer</p> <p>KB15. the applicable legal and regulatory framework for different types of news presentation and appearances (e.g. disclosure, consent, intellectual property/ ownership and litigation for defamation, libel or slander), and providing information and opinion in a manner that minimizes these risks</p> <p>KB16. any other risks including those to the individual’s own health and safety and/ or other’s around them</p>
<b>Skills (S)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	The user/ individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SA1. prepare reporting objectives</li> <li>SA2. prepare field notes</li> </ul>
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SA3. undertake background research, gather references and collect information</li> </ul>



MES/N1904



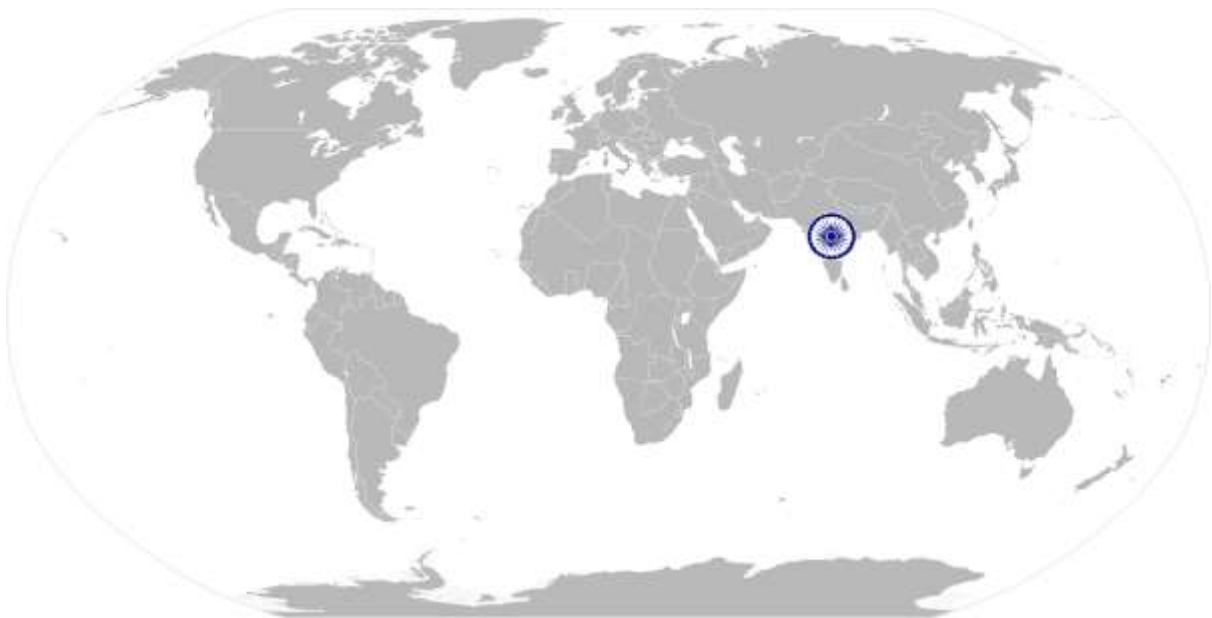
**Undertake field reporting**

	SA4. read and analyze various sources of news including wire services and other publications/ channels/ websites/ media
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to:
	SA5. effectively converse with crew, local authorities and bystanders to gather information and manage potential conflicts
<b>B. Professional Skills</b>	<b>Decision Making</b>
	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
	<b>Plan and Organize</b>
	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
	SB5. ensure that all procedures for transmitting and receiving information are followed, and that appropriate records are kept
	<b>Problem Solving</b>
The user/individual on the job needs to know and understand how to:	
SB6. react and manage in unpredictable situations – e.g. change in external environment, equipment failure or other types of resource limitations	
<b>Critical Thinking</b>	
The user/individual on the job needs to know and understand how to:	
SB7. be flexible and respond appropriately to unfolding events on location	
<b>Analytical Thinking</b>	
The user/individual on the job needs to know and understand how to:	
SB8. identify the major responsibilities, stages, and tasks required to report your story within budget and on schedule, identifying factors which may cause delays, and developing contingency plans	
SB9. various factors might affect the timing and sequence of tasks, including:	

MES/N1904

**Undertake field reporting**

	logistics, contract agreement and compliance, legal requirements, religious and cultural holidays, weather, daylight hours and the appropriate action to take to deal with them
	<p><b>Customer Centricity</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB10. select content that offers the best opportunity for meeting the programme requirements within the time, format, budget and legal constraints of the programme from the field/location</p>





MES/N1904

# NOS

National Occupational Standards

Undertake field reporting

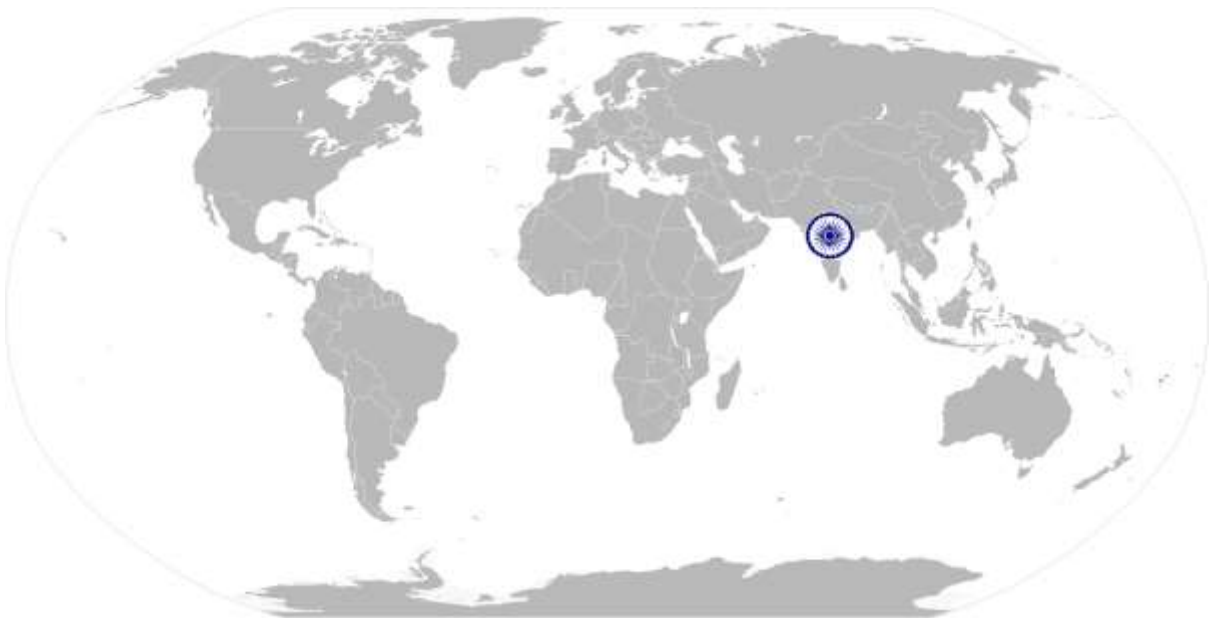


## NOS Version Control

<b>NOS Code</b>	MES/N1904		
<b>Credits (NSQF)</b>	TBD	<b>Version number</b>	1.0
<b>Industry</b>	Media & Entertainment	<b>Drafted on</b>	16/03/2015
<b>Industry Sub-sector</b>	Television, Print, Radio, Digital	<b>Last reviewed on</b>	11/03/2019
<b>Occupation</b>	Journalism	<b>Next review date</b>	10/03/2022



# National Occupational Standard



---

## Overview

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



MES/N0104

## Maintain workplace health and safety

National Occupational Standard

<b>Unit Code</b>	<b>MES/N0104</b>
<b>Unit Title (Task)</b>	<b>Maintain workplace health and safety</b>
<b>Description</b>	This OS unit is about contributing towards maintaining a healthy, safe and secure working environment
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>understanding the health, safety and security risks prevalent at the workplace</li> <li>knowing the people responsible for health and safety and the resources available</li> <li>identifying and reporting risks</li> <li>complying with procedures in the event of an emergency</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Understanding the health, safety and security risks prevalent in the workplace</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. maintain one's posture and position to minimize fatigue and any risk of injury</p> <p>PC2. maintain first aid kit and keep oneself updated on the first aid procedures</p> <p>PC3. identify and document potential risks like sitting postures while using computer, eye fatigues and other hazards at the workplace</p> <p>PC4. accurately maintain accident reports</p> <p>PC5. report health and safety risks/ hazards to the concerned personnel</p> <p>PC6. participate in organization's health and safety knowledge sessions and drills</p>
<b>Knowing the people responsible for health and safety and the resources available</b>	<p>PC7. identify the people responsible for health and safety at the workplace, including those to contact in case of an emergency</p> <p>PC8. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms</p>
<b>Identifying and reporting risks</b>	<p>PC9. identify aspects of your workplace that could cause potential risk to own and others health and safety</p> <p>PC10. ensure own personal health and safety, and that of others at the workplace through precautionary measures</p> <p>PC11. identify and recommend opportunities for improving health, safety, and security to the designated person</p>

MES/N0104

## Maintain workplace health and safety

	<p>PC12. report any hazards outside the individual’s authority to the relevant person in line with organisational procedures and warn other people who may be affected</p>
<p><b>Complying with procedures in the event of an emergency</b></p>	<p>PC13. follow organisation’s emergency procedures for accidents, fires or any other natural calamity in case of a hazard</p> <p>PC14. identify and correct risks like illness, accidents, fires or any other natural calamity; safely and within the limits of individual’s authority</p>
<b>Knowledge and Understanding (K)</b>	
<p><b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)</p>	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> <li>KA1. organisation’s norms and policies relating to health and safety</li> <li>KA2. government norms and policies regarding health and safety and related emergency procedures</li> <li>KA3. limits of authority while dealing with risks/ hazards</li> <li>KA4. the importance of maintaining high standards of health and safety at a workplace</li> </ul>
<p><b>B. Technical Knowledge</b></p>	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> <li>KB1. the different types of health and safety hazards at a workplace</li> <li>KB2. safe working practices for own job role</li> <li>KB3. evacuation procedures and other arrangements for handling risks</li> <li>KB4. names and contact numbers of people responsible for health and safety at a workplace</li> <li>KB5. how to summon medical assistance and the emergency services, where necessary</li> <li>KB6. vendors’ or manufacturers’ instructions for maintaining health and safety while using equipments, systems and/or machines</li> </ul>
<b>Skills (S) (Optional)</b>	
<p><b>A. Core Skills/ Generic Skills</b></p>	<p><b>Writing Skills</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SA1. write and provide feedback regarding health and safety to the concerned people</li> <li>SA2. write and highlight potential risks or report a hazard to the concerned people</li> </ul>
	<p><b>Reading Skills</b></p>

MES/N0104

**Maintain workplace health and safety**

	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. read instructions, policies, procedures and norms relating to health and safety</p>
	<p><b>Oral Communication (Listening and Speaking skills)</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. highlight potential risks and report hazards to the designated people</p> <p>SA5. listen and communicate information with all concerned or affected</p>
	<p><b>Decision making</b></p>
<b>B. Professional Skills</b>	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. make decisions on a suitable course of action or plan</p>
	<p><b>Plan and Organize</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. plan and organize people and resources to deal with risks/ hazards that lie within the scope of one's individual authority</p>
	<p><b>Customer Centricity</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. build and maintain positive and effective relationships with colleagues and customers</p>
	<p><b>Problem Solving</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. apply problem solving approaches in different situations</p>
	<p><b>Analytical Thinking</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. analyze data and activities</p>
	<p><b>Critical Thinking</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. understand hazards that fall within the scope of individual authority and report all hazards that may supersede one's authority</p> <p>SB7. apply balanced judgements in different situations</p>

MES/N0104

Maintain workplace health and safety

## NOS Version Control

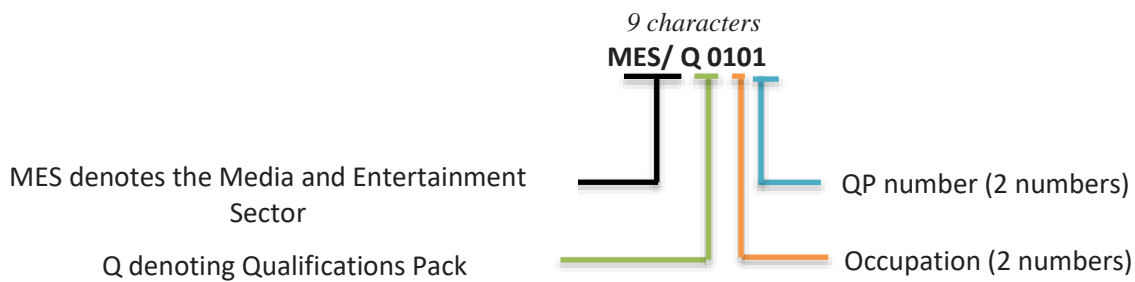
<b>NOS Code</b>	MES/N0104		
<b>Credits(NSQF)</b>	TBD	<b>Version number</b>	1.0
<b>Sector</b>	Media and Entertainment	<b>Drafted on</b>	16/07/2017
<b>Sub-sector</b>	Advertising, Print, OOH, Digital	<b>Last reviewed on</b>	11/03/2019
<b>Occupation</b>	Journalism	<b>Next review date</b>	10/03/2022



## Annexure

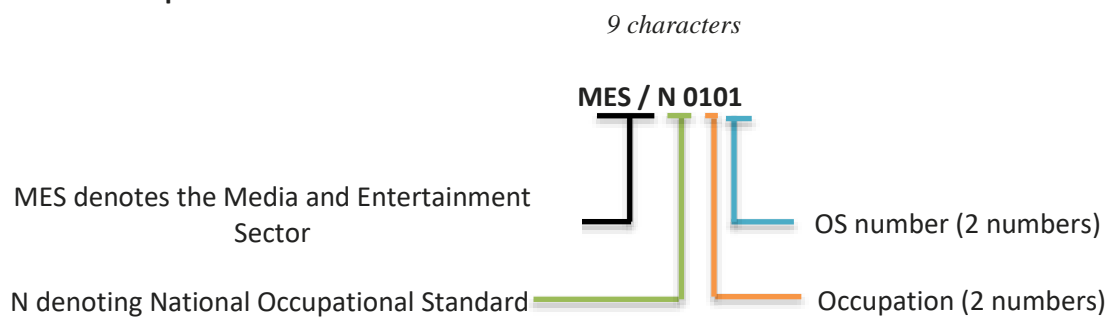
### Nomenclature for QP and NOS

#### Qualifications Pack



#### Occupational Standard

##### An example of NOS with 'N'





## Qualifications Pack For Community Journalist



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

Sub-sector	Range of Occupation numbers
Film	01-30
Television	31-40
Print	41-45
Animation	46-55
Gaming	56-65
Radio	66-70
Digital	71-80
OOH	81-90
Advertising	91-99

Sequence	Description	Example
Three letters	Media and Entertainment	MES
Slash	/	/
Next letter	Whether QP or NOS	Q
Next two numbers	Occupation code	01
Next two numbers	QP number	01

## CRITERIA FOR ASSESSMENT OF TRAINEES

**Job Role:** Community Journalist

**Qualification Pack:** MES/Q1904

**Sector Skill Council:** Media and Entertainment Skills Council

### Guidelines for Assessment

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criterion.
6. To pass the Qualification Pack, every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment.
7. In case of *unsuccessful completion*, the trainee may seek reassessment on the Qualification Pack.

Total Marks: 500		Compulsory NOS		Marks Allocation		
Assessment Outcomes	Assessment Criteria for Outcomes	Total Mark	Out Of	Theory	Skills Practical	
<b>1.MES/N1901 Map the community</b>	PC1. develop a method to connect with the local public and concerned authorities of their surrounding community	100	15	5	10	
	PC2. conduct small group meetings with local people		15	5	10	
	PC3. visit the community to develop the case story		15	5	10	
	PC4. analyze the work carried out in surrounding community		20	5	15	
	PC5. abide by the limitations that apply to work in the respective region (Gram Panchayats etc. if any)		15	5	10	
	PC6. collect information from various sources, including daily events and occurrences, other news publications		20	5	15	
		<b>Total</b>	<b>100</b>	<b>30</b>	<b>70</b>	
<b>2.MES/N1902 Gather news of local importance</b>	PC1. conduct background study and collect information for developing story ideas	100	10	3	7	
	PC2. create story ideas for their suitability to the particular medium relevant to the incident.		5	0	5	
	PC3. create daily coverage that reflects the conversations about issues in the community		10	3	7	
	PC4. verify evidence of the incident (s)		5	2	3	
	PC5. conduct root cause analysis		10	3	7	

	PC6. analyze the corresponding implications on expenditure, resource requirements and the social impact of the incident		5	2	3
	PC7. gather information from the field through a range of sources, and file stories within timelines		10	3	7
	PC8. gather ideas of social importance in the region		5	2	3
	PC9. collect information from various sources, including daily events and occurrences, other news publications		10	3	7
	PC10. identify which audio visual aid(s) would be most appropriate for the story being recorded/told, and to the medium/format being used		10	3	7
	PC11. capture / collect all relevant pictures, videos, audios related to the incident		10	3	7
	PC12. use task specific audio visual aids like illustrations, graphics (text, charts, graphs), audio and video clips available, animation tools and visual effects		10	3	7
		<b>Total</b>	<b>100</b>	<b>30</b>	<b>70</b>
<b>3.MES/N1903</b> <b>Conduct an Interview</b>	PC1. identify the objective of the interview and its relevance to the individuals or wider audience and organization, as appropriate to the role	100	10	3	7
	PC2. interpret the interview-brief correctly		10	3	7
	PC3. conduct contextual study of the individual(s) to be interviewed		10	3	7
	PC4. prepare pertinent questions and be aware of the type of interview being conducted: <ul style="list-style-type: none"> <li>profiles/ biopics – focused on the individual being interviewed</li> <li>news interviews – where the interview is used to highlight certain aspects of a larger news story</li> </ul>		10	3	7
	PC5. prepare list of questions relevant to the concept / story / case on which interview is being planned.		10	3	7
	PC6. get ready with verbal evidences for cross questioning, if applicable		10	3	7
	PC7. complete all set-up activities before start of interview (live) or interaction with the surrounding public, across different mode such that live, pre-recorded, face-to-face, over telephone, skype or video call, at an outdoor location (e.g. home, office, hotel, or public space), in studios etc.		10	3	7
	PC8. recognise type of interview planned to be conducted like informal, behavioural, stress interview, panel interview etc.		10	3	7



	PC9. conduct the interview in a sequential manner with an understanding of roles of individual and corresponding authority– i.e. pose questions, receive answers/ information, participate in the conversation and improvise the topics		10	3	7
	PC10. analyse verbal and non-verbal cues of the interviewee, accomplish the flow of the conversation and challenge/steer the conversation as appropriate to the role		10	3	7
		<b>Total</b>	<b>100</b>	<b>30</b>	<b>70</b>
<b>4. MES/N1904 Undertake field reporting</b>	PC1. identify and list the requirements of field reporting, including logistics and plan accordingly	100	10	3	7
	PC2. gather information from the field through a range of sources, and file stories within timelines		10	3	7
	PC3. present the facts and information in a manner that is coherent, comprehensible and appropriate for the target audience		5	2	3
	PC4. communicate effectively when dealing with impromptu or wide-range questions or discussions		5	2	3
	PC5. identify the risks of reporting in hostile/difficult conditions and ensure that the highest quality of planning is undertaken		5	2	3
	PC6. able to work in unpredictable situations – e.g. change in external environment, equipment failure or other types of resource limitations		5	2	3
	PC7. converse freely with participants (in the case of an anchor/ presenter) or with the anchor/ presenter—including the necessary oral communication skills, maintaining eye contact and reading body language		5	2	3
	PC8. draft a story or script based on the brief and prescribed word/ time limits		5	2	3
	PC9. write and edit items such as: headlines, captions, introductions, outros, cues and other types of links		10	3	7
	PC10. ensure that finished scripts meet legal and regulatory norms, and does not pose any risks to the individual and/ or organization		10	3	7
	PC11. display strong command of the language including spelling and sentence construction etc.		10	3	7
	PC12. compile information, document facts and circulate the case story in a coherent and comprehensive manner to the newsroom		5	2	3
	PC13. present relevant information using audio visual aids, communicating key points and messages effectively		5	2	3
	PC14. cooperate with news reader / writer in briefing about the incident		5	2	3

	PC15. make the community aware about the benefit of reporting and highlighting local topics – discuss / publicising various schemes for the benefit of the society.		5	2	3
		<b>Total</b>	<b>100</b>	<b>35</b>	<b>65</b>

<b>4. MES/N0104 Maintain workplace health and safety</b>	PC1. maintain one's posture and position to minimize fatigue and the risk of injury	<b>100</b>	10	5	5
	PC2. maintain first aid kit and keep oneself updated on the first aid procedures		10	5	5
	PC3. identify and document potential risks like sitting postures while using computer, eye fatigues and other hazards at the workplace		5	2	3
	PC4. accurately maintain accident reports		5	2	3
	PC5. report health and safety risks/ hazards to concerned personnel		10	5	5
	PC6. participate in organization's health and safety knowledge sessions and drills		10	5	5
	PC7. identify the people, responsible for health and safety at the workplace, including those to contact in case of an emergency		10	5	5
	PC8. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms		10	5	5
	PC9. identify aspects of workplace that could cause potential risk to own and others health and safety		5	2	3
	PC10. ensure own personal health and safety, and that of others in the workplace through precautionary measures		5	2	3
	PC11. identify and recommend opportunities for improving health, safety, and security to the designated person		5	2	3
	PC12. 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		5	2	3
	PC13. follow organisation's emergency procedures for accidents, fire or any other natural calamity in case of a hazard		5	2	3
	PC14. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority		5	2	3
	<b>Total</b>	<b>100</b>	<b>46</b>	<b>54</b>	