

Content Creation

9 WRITE COPY FOR PRINT

Overview	Knowledge & Understanding	Performance Statements
<p>This Standard is about writing copy for the printed page. Producing copy is the point at which all your ideas generation and research come together.</p> <p>You will need to decide what content will be most appropriate for your target audience and how to best present it to them. You will then need to write this in a way that gets the main facts and opinions across in the most interesting way, while meeting any requirements, such as length, house or brand style and any relevant constraints.</p>	<p>What you need to know</p> <ul style="list-style-type: none"> a) The agreed requirements for content, treatment, format including presentation and visual material b) The readership and any smaller groups within it c) The writing styles appropriate for different markets d) How to judge the editorial value of copy and its ability to meet the needs of the target audience e) The correct use of grammar, spelling and punctuation, and the vocabulary, style and story construction appropriate to the target audience f) The types of emphasis, which can enhance published material; what they are and how to use them g) How to communicate ideas effectively with colleagues h) The format in which copy should be produced i) The agreed production schedule j) How to maintain accuracy in copy and the procedure for dealing with complaints k) The legal and ethical issues likely to arise from published material 	<p>What you must be able to do</p> <ul style="list-style-type: none"> 1) Decide on the content and treatment that are right for the proposed medium, the target audience, the editorial requirements, the purpose of the piece and any accompanying material 2) Confirm with the relevant people that your proposed treatment of any legal and ethical issues is correct 3) Decide which material should be emphasised and how to do this 4) Write copy that will capture and maintain reader interest 5) Write copy in the appropriate house style and follow the required conventions on grammar, spelling and punctuation 6) Report facts accurately, make a clear distinction between fact and opinion and present opinions and arguments clearly 7) Write copy that is legally sound and takes account of the industry Code of Practice 8) Attribute quotes and data sources accurately and make sure that any references to accompanying material are accurate and in context 9) Identify what visual material will be used and write your copy to take account of this 10) Write copy when required, on time, in the required format and length and that will require the minimum of editing, giving advance warning to the relevant people about any delays or problems 11) Inform relevant colleagues about potential issues in the content of the copy, the copy that is essential and the copy that may be cut

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10 WRITE FOR RADIO & AUDIO

Overview	Knowledge & Understanding	Performance Statements
<p>This Standard involves writing scripts for voice and ear for radio or audio on any platform.</p> <p>It is about writing using a wide vocabulary which is relevant to the subject matter and to the target audience.</p> <p>It involves ensuring that the writing respects both its subject matter and the audience, and that it complies with the relevant current regulations. It is about checking facts, presenting arguments, telling the story coherently, so that a minimum of editing is required, and meeting deadlines.</p>	<p>What you need to know</p> <ol style="list-style-type: none"> The brief for the current story or programme The programme schedule and deadlines of your organisation English grammatical rules, including spelling and punctuation The 'rules' of writing The requirements of different formats of writing for: <ul style="list-style-type: none"> • copy • cues, intros, outros, annos and back annos • voice reports • narrative scripts • headlines The requirements of different house and programme styles so as to engage with the target audience The requirements for writing news and features 	<p>What you must be able to do</p> <ol style="list-style-type: none"> Write in a clear, conversational and readable style, using a wide vocabulary which is relevant to the subject matter Ensure that your writing complies with regulatory requirements and Codes of Conduct regarding gender, race, faith, disability, age and sexuality Report facts accurately, attributing quotes and data Make a clear distinction between facts, comment and opinion, presenting them accurately Present arguments fairly and clearly Tell the story coherently, assessing what is essential and what can be omitted Write in such a way that a minimum of editing is required Write appropriate intros, cues, outros or back annos, avoiding duplication between cue and script Use the appropriate writing style for different media and news organisations Ensure that the construction and style of writing is appropriate and engaging for the target audience Ensure that scripts are legally sound and that they take account of industry codes of ethics and compliance Maintain deadlines and the agreed length of script Produce an appropriate number of scripts Inform relevant colleagues promptly of differences or problems

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11 WRITE FOR TV & VIDEO

Overview	Knowledge & Understanding	Performance Statements
<p>This Standard involves writing scripts for voice, ear and eye for television or video material on any platform. It is about writing using a wide vocabulary which is relevant to the pictures described, to the subject matter and to the target audience.</p> <p>It involves ensuring that the writing respects both its subject matter and the audience, and that it complies with the relevant current regulations.</p> <p>It is about checking facts, presenting arguments, telling the story coherently, so that a minimum of editing is required, matching words to pictures, and meeting deadlines.</p>	<p>What you need to know</p> <ol style="list-style-type: none"> a) The requirements of different house and programme styles and their rules of writing b) The brief for the current story or programme c) The programme schedule and deadlines of your organisation d) How to write for both sound and vision e) English grammatical rules, including spelling and punctuation f) How to construct the story in a visual medium g) When to add script to pictures to aid the telling of the story h) How to write to pictures i) The requirements of different formats of writing for: <ul style="list-style-type: none"> • copy • cues, intros, outros, announcements (annos) and back annos • voice reports • narrative scripts • headlines • titles and straplines j) Appropriate writing styles to engage different target audiences k) The different requirements for writing news and features 	<p>What you must be able to do</p> <ol style="list-style-type: none"> 1) Write in a clear, conversational and readable style, using a wide vocabulary which is relevant to the subject matter 2) Ensure that your writing complies with regulatory requirements and Codes of Conduct regarding gender, race, faith, disability, age and sexuality 3) Report facts accurately, attributing quotes and data 4) Make a clear distinction between facts, comment and opinion, presenting them accurately 5) Present arguments fairly and clearly 6) Whenever possible allow the pictures to tell the story, avoiding repetition in words of what the viewer sees 7) Match words to pictures, ensuring that pictures and words do not compromise each other 8) Tell the story coherently, assessing what is essential and what can be omitted 9) Use the appropriate writing style 10) Ensure that the construction and style of writing is appropriate for different media and news organisations and for the target audience 11) Write in such a way that a minimum of editing is required 12) Ensure that scripts are legally sound and that they take account of industry codes of ethics and compliance 13) Maintain deadlines and agreed length of script 14) Produce an appropriate number of scripts 15) Inform relevant colleagues promptly of differences or problems

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12 WRITE FOR THE WEB & OTHER MOBILE PLATFORMS

Overview	Knowledge & Understanding	Performance Statements
<p>This Standard is about writing for copy or text for a website or for other mobile platforms – understanding and applying the relevant conventions.</p> <p>It requires varying language, content and style to suit the platform or delivery medium for which you are writing, and the target audience.</p> <p>It involves understanding the platform or medium and the purpose of the copy or text, as well as the importance of search engine optimisation.</p> <p>It is about establishing and working to deadlines while ensuring compliance with relevant laws, regulations and organisational guidelines.</p> <p>The words copy and text are used interchangeably in this Standard as both are used in different media sectors.</p>	<p>What you need to know</p> <p>a) Relevant constraints, possibilities and opportunities offered by the target medium or platform for communicating with the written word.</p> <p>b) How to clarify the purpose of the text and its target audience</p> <p>c) The principles of grammar, punctuation and spelling, and the tools and methods for checking them</p> <p>d) The importance of varying language, content and writing style to engage with different target audiences</p> <p>e) How to tell a story, present arguments, summarise complex information, and identify and communicate key points through well-structured writing</p> <p>f) How to structure text-based content effectively for the target audience and the delivery medium</p> <p>g) How to achieve search engine optimisation</p> <p>h) The basic principles of website design including navigation and linkage</p> <p>i) How to write and structure copy for a non-linear medium</p> <p>j) The availability of other assets eg audio or video clips, photographs or graphics, to supplement the text</p> <p>k) Any constraints or considerations arising from the use of an online content management system (CMS)</p> <p>l) Relevant law, industry regulations and organisational guidelines</p> <p>m) Timescales, deadlines and the amount of text required</p>	<p>What you must be able to do</p> <p>1) Write in short sentences avoiding jargon and clichés - with correct punctuation, spelling and grammar</p> <p>2) Write in a style suitable for the target audience and for the purpose of the communication</p> <p>3) Maintain a consistent style both within texts and between related texts - following relevant writing conventions, style guides and policies</p> <p>4) Structure the text-based content so that it is easy to read and navigate</p> <p>5) Produce appropriate captions or descriptions to accompany assets such as photographs and graphics, audio or video clips</p> <p>6) Make use of search engine optimisation techniques in your writing</p> <p>7) Provide clear, consistent and accessible wording for any hyperlinks</p> <p>8) Proof-read your copy to check for spelling, grammatical, typographic or other errors</p> <p>9) Ensure that information contained in the text is accurate</p> <p>10) Ensure that the content of the text complies with relevant laws, industry regulations and organisational guidelines</p> <p>11) Deliver text material to agreed lengths and to deadlines, informing relevant colleagues promptly if any difficulties arise</p>

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13 WRITE CAPTIONS

Overview	Knowledge & Understanding	Performance Statements
<p>This Standard is about writing captions for visual material.</p> <p>To meet the needs of readers it is important that captions are based on accurate and full information. Captions can be used to inform, instruct or entertain. They need to be suitable for the purpose of the visual material and reflect the content and treatment.</p> <p>You need to be able to collect caption material and write captions for photographs, pictures and graphics. This involves gathering information about the circumstances and subjects of photographs and writing captions that are suitable, accurate, unambiguous, legally sound and take account of media regulation and codes of practice.</p>	<p>What you need to know</p> <ul style="list-style-type: none"> a) The agreed requirements for content, treatment and format including eventual page layout and written material b) The target audience and any smaller groups within it c) Where to get information about photographs, pictures and graphics and how to check its accuracy d) The amount of detail necessary for captions e) The format in which material should be created for production f) The grammar, spelling, punctuation, vocabulary format, style and story construction in which material should be produced g) The legal requirements and industry codes which relate to writing captions and publishing material 	<p>What you must be able to do</p> <ul style="list-style-type: none"> 1) Ensure the information about the circumstances photographs were taken in and the photographic subjects is full and accurate 2) Gather information about pictures and graphics 3) Resolve any inconsistencies in the information 4) Write captions that: <ul style="list-style-type: none"> • convey the main points of the visual material clearly and accurately • reflect the nature of the visual material • relate the visual material clearly and accurately to any accompanying material • can be understood by, and are interesting to, readers • are suitable for the medium in which they are to appear • contain enough detail to be self-explanatory • are in house-style and follow the required conventions on grammar, spelling and punctuation 5) Recognise any legal and ethical issues likely to arise from writing captions and reach agreement with relevant colleagues on how to deal with them

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14 WRITE HEADINGS

Overview	Knowledge & Understanding	Performance Statements
<p>This Standard is about producing the headlines, straplines, standfirsts, sub-decks and subheads that help readers find their way around material and identify the parts that they would like to read.</p> <p>Good headings attract readers and reflect the content of the material.</p> <p>You will need to identify when different headings should be used and what they should contain. You will need to make sure they are in a format and style that suits your organisation and meet any legal or ethical requirements.</p>	<p>What you need to know</p> <p>a) The agreed requirements for content, treatment and format</p> <p>b) The readership and any smaller groups within it</p> <p>c) The formats, uses, differences, benefits and disadvantages of the different types of headings including:</p> <ul style="list-style-type: none"> • headlines • straplines • standfirsts • sub-decks • subheads <p>d) The house style including grammar, spelling, punctuation, vocabulary, format, style and story construction in which material should be produced</p> <p>e) The eventual page layout and written material that the headings will accompany</p> <p>f) The principles of publication design and typography</p> <p>g) The legal requirements and industry codes which relate to writing headings and publishing material</p>	<p>What you must be able to do</p> <p>1) Identify which headlines, straplines, standfirsts, sub-decks and subheads are most suitable for:</p> <ul style="list-style-type: none"> • your readers • the style and content of your material <p>2) Write headings that:</p> <ul style="list-style-type: none"> • reflect the treatment of the accompanying material • convey the main points clearly and accurately • are suitable for the medium in which they appear • will promote interest among readers • are the right length • are of the correct shape and size. <p>3) Follow house style and the conventions on grammar, spelling and punctuation required by your organisation</p> <p>4) Be aware of the effect your headings might have on adjacent stories and images</p> <p>5) Take account of the law, regulation and codes of practice when writing headings</p>

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15 WRITE PROMOTIONAL MATERIAL FOR EDITORIAL CONTENT

Overview	Knowledge & Understanding	Performance Statements
<p>This Standard involves writing promotional material to persuade people to buy or read current and future publications. This could be on handbills, the internet or within the publication itself.</p> <p>You will need to produce promotional material that will attract readers' interest, follows house style, accurately reflects the published material and is legally sound. This involves liaising with colleagues about editorial material and commercial implications, deciding on the content and treatment of the promotional material and producing it in the expected format and timescales.</p>	<p>What you need to know</p> <ul style="list-style-type: none"> a) The agreed requirements for content, treatment and format including eventual page layout and written material b) The readership and any smaller groups within it c) The different types of promotional material such as news bills and front page blurbs and their uses, differences, benefits, disadvantages and when they should be used d) How to present ideas to colleagues e) The grammar, spelling, punctuation, vocabulary format, style and story construction in which material should be produced f) The format in which material should be created for production g) The organisation's production schedule h) The operation of the publication's commercial department, and their relationship the editorial department 	<p>What you must be able to do</p> <ul style="list-style-type: none"> 1) Confirm with relevant colleagues the promotional material to be produced 2) Select the content and treatment appropriate to the medium in which the promotional material will appear 3) Produce promotional material that will attract attention, promote interest among target readers and reflect the purpose, content and treatment of the published material 4) Write promotional material in house style, and follow the required conventions on grammar, spelling, and punctuation 5) Produce material to deadline, or tell the relevant people promptly about delays 6) Produce material in the required format 7) Tell relevant colleagues in commercial departments about the promotional material and its implications for them 8) Recognise any legal and ethical issues that are likely to arise and make sure that you write contents promotional material that is legally sound which follows the industry Code of Practice

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16 TAKE PHOTOGRAPHS

Overview	Knowledge & Understanding	Performance Statements
<p>This Standard is about taking photographs to provide information, entertain or provoke a feeling or reaction from the audience.</p> <p>The photographs you take should be legally sound, complement or illustrate a story and where possible invoke a depth of meaning.</p> <p>You need to be able to take a wide range of different types of photographs, including:</p> <ul style="list-style-type: none"> • people (for example portraits of individuals and groups) • objects (for example buildings, landscapes and vehicles) • moving people (for example sports, shows and high profiles events) • developing events (for example fires, accidents or demonstrations). <p>The camera you use may be conventional or digital. The correct composition of the picture when you take it is crucial because with digital cameras, what you take is what is seen. As well as being correctly composed, you will need to make sure that the photographs you take are in focus and have the right contrast.</p>	<p>What you need to know</p> <p>a) The agreed requirements for content, treatment and format including eventual page layout and written material</p> <p>b) The target audience and any smaller groups within it</p> <p>c) How to select what you photograph and how you compose it depending on its purpose. This might be:</p> <ul style="list-style-type: none"> • to provide information • to entertain or attract attention • to provoke a feeling or reaction from the audience (by invoking a depth of meaning) <p>d) How to put people at their ease before you produce your camera</p> <p>e) How to apply the rule of thirds when composing photographs</p> <p>f) How to compose photographs which take into account the scale of the subject, the colour contrast and fill the frame with your subject</p> <p>g) How the way we naturally scan published photographs (from left to right) affects the effectiveness of photographs of moving images</p> <p>h) How to take interesting photographs of people, alone and in groups and how the likely position of the photograph on the page will influence composition</p> <p>i) How to take photographs of buildings, landscapes and other objects</p> <p>j) The different approach you must take if your subject is moving or if you are photographing developing events such as fires, accidents or demonstrations</p> <p>k) The different types of pictures required for different themes such as sports or news including:</p> <ul style="list-style-type: none"> • general shots on approach to a news event (to make sure you have something in the can) • summarising pictures (such as shots which show a runner exhausted after a race) <p>l) How to make the most of the capabilities and limitations of the camera you are using, including the flash and the implications of over exposure</p> <p>m) How to take photographs that are in focus and correctly exposed</p>	<p>What you must be able to do</p> <ol style="list-style-type: none"> 1) Decide how you can convey what is happening in a photograph and select your subject matter 2) Compose your photograph to meet your brief and the likely size and position of the published photograph 3) Put any people you are photographing at ease 4) Build a rapport with other people involved in the assignment 5) Take photographs that communicate effectively and complement the angle, story, copy or other accompanying material 6) Take photographs that meet the requirements of the assignment, are legally sound and take account of industry codes of practice 7) Make sure that the photographs you take are in focus, have the correct exposure and are correctly composed 8) Keep accurate records of what you have photographed for captions and archiving 9) Assess accurately any health and safety risks involved in taking photographs and make sound decisions on how to minimise them

	<p>n) The implications of using a digital camera to take photographs that are:</p> <ul style="list-style-type: none">• over-exposed through too much sunlight or flash (if the highlights are burned out they cannot be recovered)• or with too low an image resolution (as the image is enlarged the quality will deteriorate) <p>o) The legal requirements and Press Complaints Commission Code of Practice which relate to taking photographs (for example, not photographing children without permission)</p> <p>p) How to communicate effectively with people, including:</p> <ul style="list-style-type: none">• presenting and discussing ideas with colleagues• dealing with colleagues, personal contacts and interviewees• dealing with suppliers of editorial material (such as agencies, freelancers, correspondents and PR organisations) <p>q) What information to keep about your photographs and why it is useful to obtain contact numbers for people you photograph</p> <p>r) How to store and archive photographs</p> <p>s) How to detect and assess potential health and safety risks in taking photographs and your responsibilities under the organisation's policies and current health and safety legislation</p>	
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17 USE SPECIALIST PHOTOGRAPHIC EQUIPMENT

Overview	Knowledge & Understanding	Performance Statements
<p>This Standard involves choosing the most appropriate equipment for a photographic assignment. This is critical to taking successful photographs.</p> <p>You need to be able to choose, set-up and use a wide range of photographic equipment. For example:</p> <ul style="list-style-type: none"> • film-based or digital cameras and associated equipment such as lenses, filters, leads, flash meters, monopods, tripods and power packs • lighting equipment such as natural light, flash guns and free standing lights • lighting accessories such as snoots, diffusers, reflectors, cables and fuses • sensitive material such as colour and black and white film, digital memory cards and sticks. <p>You need to select, assemble and dismantle equipment, choose appropriate settings for the subject, type of image, location and light conditions, load and unload film and memory, connect and control lights, and deal with any problems. This includes camera settings for focus, shutter speed, aperture and speed (for the film ISO or sensitivity of CCD).</p>	<p>What you need to know</p> <ol style="list-style-type: none"> a) The organisation's editorial requirements for content, treatment and target audience b) The target audience and any smaller groups within it c) How to detect and assess potential health and safety risks in using specialist photographic equipment and your responsibilities under the organisation's policies and current health and safety legislation d) Effective ways of controlling the available natural and artificial light (such as using reflectors or white card or newspaper to fill in shadow areas) e) How to use flash correctly indoors and in bright sunlight and how to use bounce and fill-in techniques to light subjects f) How to use depth of field to give prominence to subjects against an out of focus background g) The capabilities and limitations of small format film-based and digital cameras h) The principles, properties and functions of auto and manual focus lenses i) The capabilities and limitations of photographic lighting and the effects of grease, dirt and moisture on lights j) The cleaning methods for cameras, lenses and lights k) Basic fault-finding for photographic equipment l) The characteristic and performance of colour and black-and-white film, CCDs and digital cards m) How to produce photographs ready for page design. This includes: <ul style="list-style-type: none"> • using a computer and appropriate software to correct, manipulate and monitor calibration of digital photographs and provide cutouts • or using a dark room to crop, dodge and burn in areas of a photograph taken on film 	<p>What you must be able to do</p> <ol style="list-style-type: none"> 1) Select equipment, sensitive material and equipment settings that are suitable for the: <ul style="list-style-type: none"> • subject • types of images required • location • prevailing light condition 2) Assemble and dismantle equipment and load and unload sensitive material correctly 3) Connect lights correctly to their power sources, and manage electrical cabling safely 4) Control the available natural and artificial light to the best effect 5) Use electronic flash correctly 6) Use appropriate focal length of lens, image resolution, focus, shutter speed, aperture and ISO ratings 7) Keep equipment and material clean, and protect them from adverse weather conditions 8) Identify any problems with equipment and material, and do what you can to solve problems or where the problems cannot be resolved use the equipment and material to best effect 9) Keep the photographic environment free of unwanted material 10) Assess accurately any health and safety risks involved in using specialist photographic equipment and make sound decisions on how to minimise them 11) Produce photographs in the correct format ready for page design

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18 ACQUIRE CONTENT FOR PROGRAMMES

Overview	Knowledge & Understanding	Performance Statements
<p>This Standard is about accessing, reviewing and selecting programme content to meet criteria, including the use of interactive and User Generated Content (UGC) such as images, video or audio. It is about checking the sources of all content and assessing its suitability for inclusion in your work.</p> <p>It also involves obtaining permissions for the use of material and then ensuring that it is recorded and stored correctly according to organisational archiving procedures.</p> <p>This Standard requires knowledge of the different types of digital file formats and the protocols and procedures for capturing and downloading images from a mobile device. It also covers knowledge of copyright law and your organisation's policy on crediting sources and/or payment.</p> <p>In the context of this Standard, 'content' refers to images, video, audio or other information, recorded either by digital or analogue means.</p>	<p>What you need to know</p> <ul style="list-style-type: none"> a) The legal and ethical considerations affecting the use of UGC material in productions and features b) Relevant editorial guidelines, including those concerning taste and decency c) Your business or organisation's protocols and systems relating to sending and receiving material which may be regarded as controversial or confidential d) The protocols to use when capturing and downloading content from a capturing device and the reasons for using them e) Commercial rights and types of copyright law relating to material usage f) How to secure permissions, and what should be covered in the terms and conditions g) How the use of material from and in different countries may affect copyright regulations h) The editorial policy on crediting sources and/or payment i) The importance of having accurate technical and descriptive metadata, including information on to whom the content should be credited j) Your organisation's systems and procedures for archiving content with regard to technical metadata, cataloguing and key wording k) How the archived content will be protected and stored, according to the medium and format, the business or organisation's archival requirements l) Why it is important to classify and record the movement of materials m) The access and usage levels appropriate to the content stored, for example commercial, legal and government restrictions 	<p>What you must be able to do</p> <ol style="list-style-type: none"> 1) Select materials to meet the production brief within time and budget constraints 2) Check the format of material being obtained to ensure that it meets the needs of the production 3) Identify costs, limitations, copyright and other legal constraints on the use of the material, and where necessary obtain permission to use it 4) Inform decision makers of costs, limitations and any legal constraints on selected material 5) Confirm any licensing agreements in writing 6) Prepare supporting paperwork with full and accurate details of the material to be transferred 7) Credit sources in line with editorial policy 8) Identify any problems that arise, and their implications, and discuss them with operators and decision makers in order to resolve them 9) Assess the quality of the content by use of suitable and, where appropriate, properly calibrated technology 10) For content that requires adjustments to be made, ensure these are carried out in conjunction with your business or organisation's procedures, and that the integrity of the content is retained 11) Ensure before archiving or using content that it does not infringe current laws and guidelines, and where applicable, ensure that releases and permissions have been granted or sought 12) Before archiving, using or retrieving content, ensure an assessment for quality and fitness for purpose has been made 13) In accordance with your business or organisation's procedures, archive the content appropriate to its type, format and usage

	<p>n) Your business or organisation's asset risk management systems, including the back up of data, risk assessments, disaster recovery and adequate insurance cover</p>	<p>14) Ensure content and the media on which it is stored are protected from physical damage during work processes and during storage</p> <p>15) Make sure the archived media are preserved by environmental and security systems, according to your organisation or business requirements</p> <p>16) Ensure back ups or copies of electronically stored media are made with the required frequency and that backups are stored in a separate, but safe and secure location</p> <p>17) Keep accurate records which are comprehensively key-worded, cross-indexed and auditable, including the movement of material and copyright details</p>
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FIRST DRAFT

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19 RECORD AUDIO VISUAL MATERIAL

Overview	Knowledge & Understanding	Performance Statements
<p>This Standard is about recording effective audio and visual material, and selecting and using the correct equipment and recording techniques, in a studio or on location.</p> <p>It is about identifying and dealing with equipment failures and breakdowns, and ensuring that equipment is always secure and available for use.</p>	<p>What you need to know</p> <ul style="list-style-type: none"> a) The house style of the commissioning agent, programme or channel and its target audience b) The intended time and duration of transmission c) How to operate correctly both portable and studio based equipment and recorders to enable you to achieve the best possible technical quality of recordings d) The characteristics, advantages and disadvantages of various types of microphone and other recording equipment e) The technical limitations of recording equipment at your disposal f) Where appropriate, basic lighting techniques, awareness of acoustics and how to achieve appropriate levels g) The problems associated with ambient noise and unexpected sounds h) Where appropriate, the techniques for interviewing contributors on camera i) The type and variety of footage you will need to make editing simple and straightforward j) The relationship between the script and item length and the quantity and style of rushes k) The editorial brief for the recording and the essential and non-essential details of the story 	<p>What you must be able to do</p> <ul style="list-style-type: none"> 1) Systematically assess the location for its suitability and safety, including, where relevant picture background, the potential for intrusive sound or vision and potential safety risks to you and to others 2) Brief the relevant people on the details of the story and the recording requirements 3) Select suitable equipment for the recording task and check it thoroughly before use, ensuring sufficient power and memory is always available for use and identify, and deal promptly with, equipment failures and breakdowns 4) Use recording equipment safely, avoiding endangering or impeding self or others, or causing damage to property and keep recording equipment secure at all times 5) Recognise, where applicable, effective picture and audio and actuality possibilities 6) Brief interviewees accurately about arrangements, and about the requirements of video journalism 7) Where necessary, recognise and seek advice about legal or compliance issues 8) Conduct interviews and vox-pops as appropriate, recognising and responding to unfolding events 9) Ensure that sufficient and appropriate footage is recorded for the intended purpose, using appropriate techniques 10) Review the brief in light of the footage gathered, and decide whether changes in value, treatment or writing are necessary or if extra material is required 11) Keep adequate records of footage, sequences and actuality to support the editing process, including accurate editing instructions to accompany the material 12) Where appropriate, write and record commentary or voice-over at location 13) Complete recorded material to meet deadlines

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20 PREPARE FOR LOCATION REPORTING

Overview	Knowledge & Understanding	Performance Statements
<p>This Standard is about planning ahead to ensure that when you are on location you are aware of the facilities available to you for editing and reporting your work. It requires that you know the location from which you will be reporting and the requirements of the production, including deadlines, timescales, cues and links.</p> <p>It is important that logistical arrangements are in place and that, before you travel to the place from which you are reporting, you know what technology is available to allow you to report back to base. In order to do this you will need to know the communication arrangements and ideally have a contingency plan in place.</p>	<p>What you need to know</p> <p>a) The need to be flexible and to respond to unfolding events on location</p> <p>b) Procedures for liaising with the police, private security firms and other agencies to ensure permissions are sought if relevant or necessary to the story</p> <p>c) The content of the running order: cues, links and associated timings</p> <p>d) The main reporting stages and activities, and the deadlines for reporting, including the broadcasting and scheduling requirements</p> <p>e) What communications are required with the base studio</p> <p>f) The location from where you are reporting, the facilities available, and how to use them including any standby facilities</p> <p>g) The health and safety regulations and procedures applying to the use of equipment and reporting location</p> <p>h) Appropriate format and procedures for confirming and recording successful transmission</p> <p>i) How various factors might affect the timing and sequence of tasks, including:</p> <ul style="list-style-type: none"> • logistics • contract agreement and compliance • legal requirements • religious and cultural holidays • weather • daylight hours <p>and the appropriate action to take to deal with them</p> <p>j) The availability of facilities (e.g. transport, food, shelter) for maintaining the wellbeing of yourself and colleagues</p> <p>k) The requirements for insurance</p>	<p>What you must be able to do</p> <p>1) Co-ordinate preparations for outside broadcasts, including making an accurate assessment of the feasibility of locations</p> <p>2) Communicate to the relevant personnel, details of the locations to be used</p> <p>3) Confirm that all arrangements for reporting satisfy insurance requirements and statutory regulations</p> <p>4) Test and confirm that communications with the base studio are operational and clear</p> <p>5) Clearly 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 contingencies</p> <p>6) Select content that offers the best opportunity for meeting the programme requirements within the time, format, budget and legal constraints of the programme</p> <p>7) Explain changes to the production running order, time and content, in sufficient time for individuals to adapt to the change</p> <p>8) Deliver cues which are clear, precise and on time</p> <p>9) Agree in advance handover details between the base studio and presenters, and document the details when necessary</p> <p>10) Ensure that all procedures for transmitting and receiving information are followed and appropriate records are kept</p>