

Ideas & Research

4 ORIGINATE AND DEVELOP IDEAS FOR EDITORIAL CONTENT

Overview	Knowledge & Understanding	Performance Statements
<p>This Standard is about ideas. A steady stream of good ideas has always been the lifeblood of journalism.</p> <p>You need to generate, assess and agree ideas for the content and treatment of editorial material, and to fulfil the needs of different organisations, and their editorial processes.</p> <p>Ideas may come from a variety of sources, such as day-to-day events, conversations with colleagues, personal contacts and information from other sources, such as press releases or other media.</p> <p>You may be coming up with ideas for general or specialist content, and you may be originating your own ideas or generating ideas in response to a brief.</p> <p>Ideas need to be well targeted to appeal to the audience - as well as the commercial interests of advertisers, shareholders or sponsors.</p> <p>To be able to develop your ideas, you need to assess and 'pitch' ideas to the relevant people and reach agreement on how to take them forward.</p>	<p>What you need to know</p> <p>a) How to generate, explore and develop ideas</p> <p>b) How to judge the editorial value of ideas and their ability to meet the needs of the target audience</p> <p>c) How to assess ideas for their suitability for further development, in terms of :</p> <ul style="list-style-type: none"> • the organisation's editorial requirements, resources and deadlines • the legal, ethical and compliance issues raised by the ideas • any health and safety issues <p>d) Where relevant, how the organisation's commercial department works, and how it relates to the editorial department</p> <p>e) How to present or 'pitch' ideas and discuss them effectively with colleagues</p> <p>f) How to negotiate taking an idea forward – particularly in terms of:</p> <ul style="list-style-type: none"> • how the brief will be developed • the content and treatment • deadlines, financial and technical resources • who else may be involved • how any legal, ethical, or health and safety issues will be addressed 	<p>What you must be able to do</p> <p>1) Generate innovative and appropriate ideas for content and treatment, that are relevant to the target audience and that make effective use of the medium</p> <p>2) Identify a range of possible sources of ideas for editorial content</p> <p>3) Accurately judge the value to your target audience of ideas for editorial content, and assess their suitability for further development</p> <p>4) Present and explain ideas effectively to gain support for their development</p> <p>5) Negotiate constructively over how to take an idea forward – reaching agreement on developing the brief, on content and treatment, resources and deadlines</p> <p>6) Seek appropriate advice to address any legal, ethical or health & safety issues</p> <p>7) Confirm and record all decisions and the agreed brief accurately</p> <p>8) When originating ideas for editorial content, distinguish clearly between fact, opinion and comment</p>

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5 UNDERTAKE RESEARCH AND GATHER INFORMATION

Overview	Knowledge & Understanding	Performance Statements
<p>This Standard is about finding, searching and analysing information from documents and the internet. This is an essential part of developing ideas and creating editorial content.</p> <p>You need to research information from a wide range of documentary and on-line sources and it is important during the research stage to maintain an awareness of the target audience and the media through which the content will be distributed.</p> <p>Researching effectively involves evaluating information, assessing its integrity and how current it is, identifying gaps and clarifying inconsistencies.</p> <p>It requires differentiating between fact and opinion and recognising and dealing with any legal and ethical issues arising from the information.</p> <p>It means maintaining up to date contact details, investigating many different sources of information, monitoring other media regularly, and checking that any information received is accurate and reliable. This must be done within a given time frame and to required deadlines.</p> <p>Research also involves completing documentation accurately and when required keeping an up to date planning diary.</p> <p>It is important to keep lists of all sources, even those that were not available.</p>	<p>What you need to know</p> <ul style="list-style-type: none"> a) The editorial requirements of media organisations or brands in terms of content and treatment b) How to judge the editorial value of information and its ability to meet the needs of the target audience c) How to identify and use documentary sources d) How to detect gaps in information and clarify and resolve inconsistencies e) How to develop story ideas into longer-form content – angles, approaches, formats and style, and match that to a commissioning brief f) Available sources of information relevant to editorial needs, how to deal with tip-offs, and how to protect sources of information g) When it is or is not appropriate to pay for information h) How to undertake fast and effective internet research, using specialist search engines and the potential legal risks, factual errors and breaches of codes of conduct in such material i) How to access news stories on the internet and through other media and be aware of potential risks, factual errors and breaches of codes of conduct in such material j) The value, limitations and risks of using alternative web sources and social networks for research purposes k) The importance of checking all information for accuracy l) The requirements of any contract of employment and employer rights regarding ownership of contacts m) The legal and ethical issues that might arise from publishing information and how to deal with them n) Who to refer issues to that you cannot deal with yourself 	<p>What you must be able to do</p> <ul style="list-style-type: none"> 1) Identify a range of documentary, online and personal sources relevant to the editorial content on which you are working, and anticipate potential developments 2) Secure archive material of relevance to your editorial content 3) Make sound judgements on the editorial value of information, differentiate between fact and opinion and clarify any inconsistencies 4) Detect any gaps in information you find and assess accurately the editorial implications 5) Keep comprehensive, accurate, legible notes at each stage of development of a story and of interviews 6) Recognise that notes may be scrutinised/demanded by police and/or the courts 7) Update a planning diary regularly with events, dates and other information, when required 8) Identify, establish and maintain contacts for relevant information and opinion, assess their reliability and accuracy and identify any gaps 9) Maintain lists of relevant telephone numbers and e-mail addresses and make these available to colleagues, as appropriate 10) Treat all contacts courteously and respectfully, addressing enquiries to the right person, using their correct title and position 11) Recognise any legal and ethical issues likely to arise from following up information, and publishing material based on it 12) Make sound judgements, within the limits of your authority, on how to deal with any legal and ethical issues 13) Seek appropriate advice about contentious issues and your proposed treatment of them 14) Confirm decisions and actions, completing all documentation fully and accurately

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6 COVER EVENTS

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<p>This Standard is about recognising the editorial potential of events you may cover as a journalist. Events can offer both routine and unexpected opportunities for generating editorial content.</p> <p>You will need to be able to cover both scheduled diary events for which it is possible to plan, and unpredictable breaking stories or 'off-diary events'. When covering an event it is always important to keep the needs of the target audience in mind.</p> <p>Covering events involves assessing the value of the event's editorial opportunities, making accurate records of key facts, identifying any points which need to be followed up, recognising when supporting material would be of value, recognising and dealing with any legal and ethical issues arising from the information.</p>	<p>What you need to know</p> <ul style="list-style-type: none"> a) The editorial requirements of the organisation or brand regarding content and treatment – and the target audience b) How to judge the editorial value of information and its ability to meet the needs of the target audience c) When it might be useful to have photographs of an event and how to arrange it d) How to detect and assess potential health and safety risks in covering events and your responsibilities under the organisation's policies and current health and safety legislation e) The legal and ethical issues likely to arise from following up the information or publishing material based on it f) The types of supporting material that can enhance editorial content – including photographs, documents or video footage g) The organisation's arrangements for obtaining, using, returning and paying for supporting material 	<p>What you must be able to do</p> <ul style="list-style-type: none"> 1) Assess quickly and accurately the editorial opportunities presented by events 2) Make accurate records of the key facts of the events and identify any points that need to be followed up by interview or desk research 3) Recognise when supporting material will enhance published material, obtain it and arrange to use it 4) Assess accurately any health and safety risks involved in covering events and make sound decisions on how to minimise them 5) Clarify any inconsistencies in information obtained during events 6) Make sound judgements on the editorial value of the information 7) Differentiate between fact and opinion 8) Recognise any legal and ethical issues likely to arise from following up the information, or publishing material based on it and make sound judgements, within the limits of your authority, on how to deal with them 9) Confirm with the relevant people their proposed treatment of contentious issues

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7 PREPARE FOR AND CONDUCT INTERVIEWS

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<p>This Standard involves understanding the nature and purposes of various kinds of interview for multiple platform publication and the work required before the interview starts.</p> <p>The interview may be carried out by a single journalist, or a researcher working to a brief. It may involve using a notebook and shorthand, audio or video recording equipment and possibly a production crew. The interview may be conducted face-to-face, on a telephone or down-the-line. It may take place in a studio or on location, indoors or out, on private or public property under varying conditions. It may be recorded or for live transmission.</p> <p>Interviews may be short, single question vox-pops, or longer fact-finding or personality-based interviews, one-to-one or with groups of people, planned or spontaneous. Interviewees may be friendly or unwilling - even hostile. They may be people you are familiar with or complete strangers.</p> <p>You will need to adopt an interview style appropriate to the brief, the conditions, the behaviour and responses of the interviewee and the intended platform(s).</p> <p>This will involve establishing and maintaining a rapport, controlling the pace of the interview and the degree of formality, making accurate records, identifying follow-up points, recognising potentially valuable supporting material and dealing with any legal and ethical issues arising.</p> <p>When complete, you will need to assess the success of the interview and decide whether another or more interviews and more research are appropriate.</p>	<p>What you need to know</p> <p>a) The organisation's editorial and technical requirements for content and treatment and target audience, including deadlines and the purpose of the interview</p> <p>b) Different types of interviews and their different requirements and the types of supporting material which might enhance your story including documents, photos, video footage</p> <p>c) The budget and resources available for the interview including the organisation's arrangements for obtaining, using, returning and paying for supporting material</p> <p>d) When to and how to use appropriate release and consent forms, when and why an interviewee's identity should be protected</p> <p>e) How to conduct a risk assessment test for potential health and safety risks for yourself, the interviewee and other members of the public at the interview venue and to understand your responsibilities under the organisations' policies and current health and safety legislation</p> <p>f) Relevant dress codes for different organisations, occasions and locations</p> <p>g) How to keep records of the interviews</p> <p>h) The correct interviewing style to adopt for the purpose of the interview and the differing needs of organisations and target audiences and how to brief the interviewee on what is to happen</p> <p>i) How to prepare questions designed to give coherent, revealing and incisive answers and the uses of both open and closed questions</p> <p>j) how to build rapport and deal effectively with interviewees, how to differentiate between fact and opinion</p> <p>k) The importance of maintaining eye contact and of using the correct body language</p> <p>l) How to close an interview naturally and neatly, with editorial impact</p>	<p>What you must be able to do</p> <p>1) Research, identify and locate potential interviewees, checking background facts and personal details for accuracy</p> <p>2) Where appropriate, choose a suitable location for maximum audio visual impact, checking for ambient or intrusive sound, any audio visual distractions or inappropriate images</p> <p>3) Carry out an accurate risk-assessment test on the interview venue both for your own safety and that of members of the public and make correct decisions to minimise risks during the interview</p> <p>4) Clearly identify the purpose and focus of the interview through the organisation's brief and clarify with the relevant people the treatment of potentially contentious issues</p> <p>5) Negotiate and agree a budget and any resource limitations and work within them</p> <p>6) Where appropriate compile a cue and question-and-answer script for a presenter or producer, planning questions carefully to fit the brief</p> <p>7) Where appropriate, brief interviewees clearly, fully, accurately and courteously on the proposed lines of questioning, on the contribution expected from them and check that they understand this, dealing sensitively with their questions</p> <p>8) Where appropriate, ensure that relevant people have been briefed and liaise closely with relevant team members, technical operators, camera and lighting crew, director and producer</p> <p>9) Adopt an interviewing style appropriate to the brief, interviewees and time available, and ensure your questioning appears to be spontaneous and encourages relevant opinion and information</p> <p>10) Establish and maintain rapport with interviewees, treat them courteously, listening carefully to their answers, differentiating between fact and opinion and maintaining fairness and impartiality</p> <p>11) Manage interviews so that they meet your time limits, 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>

		<p>12) Recognise occasions when supporting material can enhance the material, obtain it and make arrangements for its use and possible future contacts with interviewees</p> <p>13) Where appropriate, clearly identify interviewees at relevant times during a programme</p> <p>14) Deal practically with occasions when the attitude or behaviour of interviewees, or the information they supply, or breaches in legal, ethical or compliance codes could harm you or your organisation</p> <p>15) Wind-up the interview, keeping to deadlines and durations, thanking the interviewee</p> <p>16) Return recorded material quickly to base, completing any necessary documentation including any notes on use of supporting material</p> <p>17) When appropriate, recognise and confirm the interviewee's rights to ownership of recorded material and ensure they are given the opportunity to approve the interview for broadcast/publication</p>
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8 TAKE AND USE SHORTHAND

Overview	Knowledge & Understanding	Performance Statements
<p>This Standard is about the use of shorthand.</p> <p>Many media employers regard the ability to take and transcribe shorthand notes as essential – particularly when covering courts, meetings, speeches, interviews, press conferences, product launches or awards ceremonies.</p> <p>You need to be able to make a selective transcription as well as a verbatim transcription using both familiar and unfamiliar vocabulary, simple and complex grammar and numbers, and checking the spelling of proper names.</p> <p>A speed of at least 100 words per minute is generally expected of journalists, so it is very important that you are dedicated to maintaining a high standard of accurate shorthand note taking.</p>	<p>What you need to know</p> <ul style="list-style-type: none"> a) The editorial requirements of the media organisation or brand in terms of content and treatment and the relevance of this for note taking b) How to judge the editorial value of notes and their ability to meet the needs of a target audience c) The spelling, grammar, punctuation and clear use of language in which material should be produced d) The vocabulary, style and story construction appropriate to the house style and target audience e) The theory and practice of a nationally-recognised shorthand notation system f) The legal and ethical issues likely to arise from following up the information or publishing material based on it g) The health, safety and security issues about keeping information secure 	<p>What you must be able to do</p> <ul style="list-style-type: none"> 1) Make correct decisions on the material to record in shorthand 2) Take shorthand notes at a speed of at least 100 words per minute that are accurate and legible 3) Label notes clearly and accurately to show the events and proceedings covered 4) Make accurate decisions on the shorthand material to transcribe 5) Transcribe the required material quickly and accurately 6) Recognise any legal and ethical issues likely to arise from the notes and their transcription 7) Reach agreement with the relevant colleagues on how to deal with the notes 8) Incorporate the transcribed material effectively into your colleagues' written pieces 9) Date and store shorthand notes in accordance with your organisation's requirements 10) Retrieve shorthand notebooks promptly when needed to show the accuracy of records