

PRODUCE FEATURE STORIES

UNIT CODE: ME/OS/BJ/CR/04/6/MA

UNIT DESCRIPTION

This unit specifies the competencies required to produce feature stories. It involves determining feature story ideas, determining feature article style, researching feature stories, interviewing for feature stories, writing feature story and marketing feature story.

ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT These describe the key outcomes which make up workplace function .	PERFORMANCE CRITERIA These are assessable statements which specify the required level of performance for each of the elements. <i>(Bold and italicized terms are elaborated in the range)</i>
1. Determine feature story ideas	1.1 Sources of feature stories are identified based on the topic. 1.2 Elements of feature stories are established based on SOPs. 1.3 Ideas of topical feature story are formulated based on organizational objectives.
2. Determine feature article style	2.1 Feature stories are selected based on SOPs. 2.2 Feature story language is selected based on the topic. 2.3 Feature article style is selected as per the organizational objectives.
3. Research feature stories	3.1 Feature sources are reached based on organizational structures. 3.2 Feature story data is gathered online based on organizational guidelines. 3.3 Location is visited as per the organizational guidelines. 3.4 Feature story sources are interviewed based on the topic.
4. Interview for feature stories	4.4 Interview consent is sought based on the topic. 4.5 Location is established based on organizational guidelines 4.6 Interview questions formulated based on research findings 4.7 <i>Forms of Interview</i> are established based on the topic

	4.8 Interviewing techniques are employed based on the topic.
5. Write feature story	5.4 Lead is established (narrative, descriptive, question, direct address, summary, analogy, quotation, teaser, anecdotal) based on the topic 5.5 Feature introduction is drafted based on feature lead guidelines. 5.6 Feature story body is drafted according to organizational guidelines. 5.7 Feature story conclusion is drafted as per content.
6. Market feature story	6.4 Promotional videos are aired based on organizational structure. 6.5 Teasers, blurbs or stand firsts are created based on organizational structure. 6.6 Promotional talk is delivered based on feature topic.

RANGE

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environment and situations that will affect performance.

Variable	Range
1. Forms of Interview may include but not limited to:	• Informational • Emotional • Interpretive
2. Interviewing techniques may include but not limited to:	• Active listening • Turn-talking • observation • Language
3. Lead is established may include but not limited to:	• Narrative • Descriptive, • Question, • Direct address • summary • Analogy • Quotation • Teaser • Anecdotal

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit of competency.

Required skills

The individual needs to demonstrate the following skills:

- Communication
- ICT
- Interpersonal
- Public relations
- Planning
- Budgeting
- Creativity
- Innovation
- Multi-media
- Intuitive
- Interviewing

Required knowledge

The individual needs to demonstrate knowledge of:

- Media regulations and policies
- Media code of ethics
- Security and safety
- Current affairs
- Technological savvy

EVIDENCE GUIDE

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

1. Critical Aspects of Competency	Assessment requires evidence that the candidate: 1.1 Demonstrated the ability to determine feature story ideas 1.2 Demonstrated the ability to determine feature article style 1.3 Demonstrated the ability to research for feature stories 1.4 Determined the techniques to conduct feature story interviews 1.5 Demonstrated the ability to write feature story 1.6 Demonstrated the ability to market feature story
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2. Resource Implications	The following resources should be provided: 2.1 Access to relevant workplace where assessment can take place 2.2 Appropriately simulated environment where assessment can take place
3. Methods of Assessment	Competency may be assessed through: 3.1 Interview 3.2 Observation 3.3 Written tests 3.4 Third party reports
4. Context of Assessment	Competency may be assessed on: 4.1 On the job 4.2 Off the job 4.3 During industrial attachment
5. Guidance information for assessment	Holistic assessment with other units relevant to the industry subsector, workplace and job roles is recommended.