



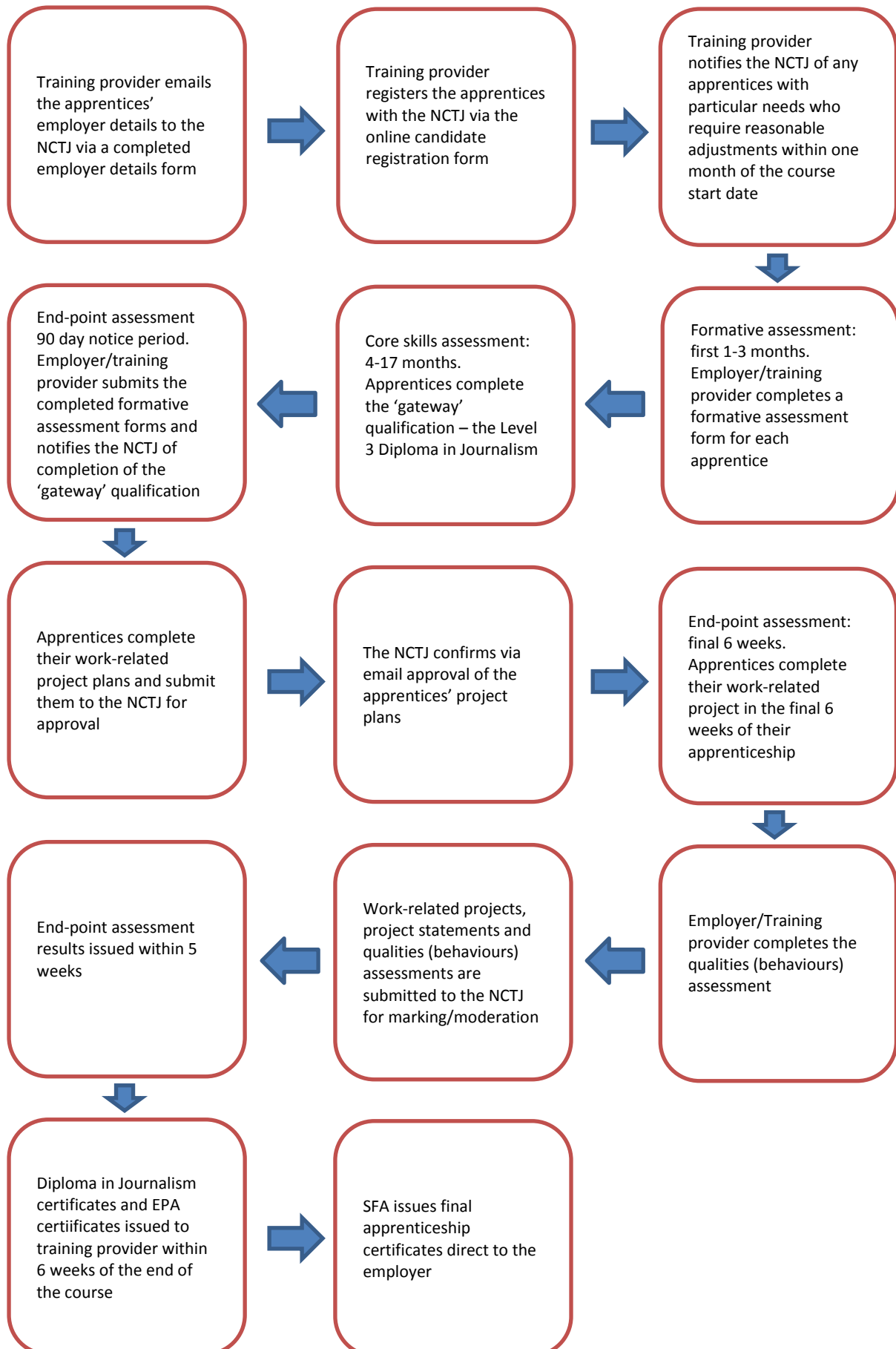
Administration Procedures

Level 3 Apprenticeship Standard for a Junior Journalist

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Apprenticeship Administration Procedures: flowchart



Assessment Information

This apprenticeship is designed for the role of a junior journalist working in a number of different environments including newspapers, magazines, broadcast and online.

The design principles have been led by employers, training providers and the National Council for the Training of Journalists (NCTJ), the professional training body for the industry.

The assessment approach adopted includes completion of a recognised, industry-standard qualification, the NCTJ Level 3 Diploma in Journalism, early formative assessments and a synoptic end-point assessment which is formed of a work-related project plus assessment of the apprentice's qualities (behaviours).

| Formative assessment | Core skills assessment | End-point assessment |
|---|--|--|
| <p>Indicative timeframe: first 1-3 months</p> <div style="border: 1px solid red; border-radius: 15px; padding: 10px; margin-bottom: 10px;"> <p>In-house performance management by employers and/or training providers including assessing knowledge and understanding of key legal and ethical issues</p> </div> <div style="border: 1px solid red; border-radius: 15px; padding: 10px;"> <p>Successful completion of assessments recorded, but does not contribute to final apprenticeship grade</p> </div> | <p>Indicative timeframe: 4-17 months</p> <div style="border: 1px solid blue; border-radius: 15px; padding: 10px; margin-bottom: 10px;"> <p>Completion of Diploma in Journalism qualification including assessment in journalism core skills: essential journalism; media law and regulation; essential journalism e-portfolio; and essential journalism ethics and regulation. Plus a number of elective subjects relevant to media sector</p> </div> <div style="border: 1px solid blue; border-radius: 15px; padding: 10px; margin-bottom: 10px;"> <p>Apprentice must complete Diploma qualification to move on to end-point assessment</p> </div> <div style="border: 1px solid blue; border-radius: 15px; padding: 10px;"> <p>Successful completion of the Diploma contributes 50% to the final apprenticeship grade</p> </div> | <p>Indicative timeframe: last six weeks of apprenticeship</p> <div style="border: 1px solid purple; border-radius: 15px; padding: 10px; margin-bottom: 10px;"> <p>Work-related project completed in final six weeks of apprenticeship. Content agreed to cover all aspects of the standard. Rationale and evaluation of learning included and used towards final assessment of qualities (behaviours)</p> </div> <div style="border: 1px solid purple; border-radius: 15px; padding: 10px; margin-bottom: 10px;"> <p>Assessment will be independent and conducted by trained examiners with industry experience and no interest in the final outcome</p> </div> <div style="border: 1px solid purple; border-radius: 15px; padding: 10px;"> <p>Successful completion of the work related project and qualities (behaviours) assessments contribute 50% to the final apprenticeship grade</p> </div> |

The methodology has been designed taking into account that this is an entry-level, typically 18-month apprenticeship that must be consistently applied across all sectors and employers.

This apprenticeship standard calls for three specific assessment periods: early formative assessment; core skills assessment; and end-point synoptic assessment. Apprentices will take the industry recognised **NCTJ Level 3 Diploma in Journalism**. The diploma is an industry-standard qualification for trainee journalists. Employers know the

standard of work to expect from employees who take this qualification. Marks gained for the diploma will contribute towards the overall apprenticeship award and grading (see the awarding marks section of this document).

The diploma qualification is the '**gateway**' to the end-point assessment (the qualification, training and achievement required to permit a candidate to attempt the end-point assessment). The Diploma in Journalism must be completed before the end-point assessment.

Employers will put their apprentices forward, both for training and the end-point assessment. These employers will need support and guidance from training providers in two main areas – developing an agreed delivery plan for the apprentice, and guidance on what is required for an apprentice to meet the gateway requirements. It's important that the apprentice is put through the gateway once they are at a sufficient level to achieve the end-point assessment.

The **end-point assessment** is taken by apprentices at the very end of the on-programme phase of training when their employer (and in some cases their training provider) is satisfied that they have met the "gateway" criteria to undertake the assessment. End-point-assessments are graded and an apprenticeship certificate is only awarded after the end-point assessment is successfully completed.

Registering Apprentices

Before registering new apprentices, please email the apprentice(s) **employer details** to the NCTJ by submitting a completed employer details form.

These details must include the name and email address of the main contact/mentor at the apprentices' workplace. A copy of the employer details form is included in the Appendix (**Appendix 1**). Completed forms must be returned to rachel.manby@nctj.com

Please see below for example:

| Apprenticeship course - Employers details | | | | | |
|---|----------------------------------|--------------------------------|--|------------------|---------------------------------|
| Centre Name: | | | | | |
| Course: | | | | | |
| Company Name | Address | Name of main contact or mentor | Email address | Telephone number | Number of apprentices on course |
| Archant London* | 12 Cross Street, London, SW1 3TB | John Jones | john.jones@email.com | 02022 422422 | 2 |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

*Example

Registration Process

At the start of the apprenticeship training, the training provider must complete the online NCTJ candidate registration form in order for the NCTJ to register the apprentice.

Registration information must be submitted via the candidate registration tab in the admin resources section of the NCTJ website. Training provider staff will require an admin web role to be assigned to them by the NCTJ to access this tab. Please contact the NCTJ exams department to gain access on 01799 544014 or email at: info@nctj.com.

The online candidate registration form must be filled in as follows:

- Step 1: select a centre name from the centre drop down list
- Step 2: fill in the course name, course start date and course end date
- Step 3: select 'Apprentice' from the type drop down list
- Step 4: a name and email address must be entered in the primary portfolio tutor fields. **Please note: you will not be able to proceed to stage two unless a name and email address are entered as above.**
- Step 5: enter the student details. This must include the apprentice's full name (including any middle names), date of birth, personal email address and employer name.

- Step 6: if the training provider is a further education (FE) centre, please ensure that you also provide each apprentice's Unique Learner Number (ULN) from the Learning Records Service. A Learning Record Service ULN is a 10 digit number. Only centres are able to obtain this information from the Learning Record Service. If you have any queries you can contact the LRS Service Desk on 0870 2670001 or email servicedesk@thedata-service.org.uk.

Please ensure that all information is accurate i.e. spelling of names, correct email addresses etc. as errors will prevent apprentices from logging in and/or requesting forgotten passwords. Please also ensure that the employer name is provided.

The registration information must be submitted to the NCTJ **no later than two weeks** after the start of the course/apprenticeship, so that the information is recorded on our database.

The training provider must provide a **start date** and an **end date** for the apprenticeship as the dates will trigger reminders from the NCTJ for the different stages of the assessment.

An email will be sent to the training provider's contact to confirm the apprentice(s) registered and provide a URN (NCTJ Unique Reference Number) for your records. **URN information will be required by the centre when booking NCTJ exams and by apprentices when they sit NCTJ exams.**

Apprenticeship Fees

On registration, the training provider is charged a registration and certification fee of £468* (inc. VAT) per apprentice.

The training provider is invoiced for the Diploma in Journalism exams and e-portfolio when they apply for the apprentices to sit.

The end-point assessment fee is £180* (inc. VAT) per apprentice. This will be invoiced to you when the project plans are submitted for approval.

An end-point assessment resubmission fee will be charged, if applicable (amount to be advised).

The current fee list can be found on the NCTJ website: www.nctj.com

* Fees accurate to 31 August 2017.

Reasonable Adjustments

The training provider must advise the NCTJ of any apprentice(s) with particular needs who may require reasonable adjustments made to their assessments. This must be established when they begin the apprenticeship and the NCTJ must be advised within **one month** of the start date – please refer to the NCTJ Reasonable adjustments and special considerations policy on our website for full details: <http://www.nctj.com/about-us/Policiesandprocedures>

Student Logon Area

All apprentices enrolled on an NCTJ-accredited course will be given access to their personal details and other useful information via the student logon area on the NCTJ website.

Apprentices will have access to past papers, top tips, the e-portfolio and their exam results, amongst other useful information.

- When a training provider has registered an apprentice, an automatic email will be generated and sent overnight to the apprentice with their personal login information.
- The email will contain a unique *temporary* password which they will be required to change when they login for the first time. **Temporary passwords will only be valid for three days.**
- If a temporary password has expired or an apprentice has forgotten their password and requires a new temporary password, they simply need to enter their NCTJ registered e-mail address on the student logon homepage and click the forgotten password link and a new one will be sent to that email address.
- If an apprentice has attempted the above and still experiences issues obtaining a password or logging into the student area, they may contact the NCTJ directly.
- **Please ensure all apprentices log on to their private logon area and fully complete their student record – phone numbers, address etc.**
- Once they have done this, they will have access to their exam details/results as well as being able to update their contact details if they move home, change telephone number or email addresses etc. or adjust their preferences.
- Apprentices will require the same logon information to access the e-portfolio via the student logon area. *The portfolio will become accessible 24-48 hours after apprentices log on for the first time.*
- The auto-generated email will also contain the apprentice's NCTJ Unique Reference Number (URN). **They will require their personal URN for all NCTJ examinations.** Their URN is also available to them in their student logon area.
- Following examinations, training providers are responsible for issuing confirmed NCTJ results to apprentices. The student logon area should not act as a substitute for this process.

Formative Assessment: first 1-3 months

Formative assessments will take place in-house and be carried out by the employer and/or training provider within the **first three months** of the apprenticeship. The formative assessment must be recorded on the NCTJ Level 3 Junior Journalist Apprenticeship Formative Assessment Form (please see **Appendix 2**). The completed formative assessment form must be submitted to the NCTJ at the beginning of the 90-day notice period, three months before the end of the apprenticeship and the start of the end-point assessment process.

Assessment methods and results should be recorded to provide ongoing feedback that can be used by employers and/or training providers to address problem areas and by apprentices to identify strengths and weaknesses and improve their learning. An apprentice's knowledge of the relevant code(s) of conduct, the key issues of media law (defamation, court reporting restrictions, contempt of court and copyright) and broad ethical issues should be noted on the formative assessment form.

The form should be completed by the employer/training provider and signed by the apprentice. Its comments and conclusions should be used to identify progress and areas for special attention. This assessment does **not** count towards the final award of the apprenticeship, but should be recorded as evidence of the apprentice's training and progression.

1. Key legal issues

Apprentices should be aware of the major laws which affect publishers. In particular, they should understand when material is likely to be defamatory, the restrictions placed on the identification of young people appearing in the courts, the restrictions surrounding other court reports, what is meant by contempt of court and how copyright constrains the use of material and photographs; including those published on social media.

2. Codes of conduct

TV/radio and associated digital platforms: Apprentices must have knowledge of the Ofcom Broadcasting Code and, where appropriate, the BBC Editorial Guidelines. Apprentices should have an awareness of the wider media regulatory framework.

Print and associated digital platforms: Apprentices must have knowledge of the appropriate code of conduct which has been adopted by their employer. Apprentices should have an awareness of the wider media regulatory framework.

3. Broader ethical issues

Apprentices must understand their work will be scrutinised and challenged as never before. They should be aware of key ethical issues including conflicts of interest and standards of behaviour.

Core Skills Assessment: 4-17 months

Level 3 Diploma in Journalism ('Gateway' qualification to the end-point assessment)

Apprentices will take the industry recognised NCTJ Level 3 Diploma in Journalism. The diploma is an industry-standard qualification for trainee journalists. Employers know the standard of work to expect from employees who take this qualification.

The diploma is not part of the end-point synoptic assessment. Marks gained will contribute 50% towards the overall apprenticeship award and grading. The Diploma in Journalism must be completed before apprentices are eligible for the end-point assessment.

The assessments for this qualification will take place prior to the end-point assessment.

Exam Application Procedure

Training providers should follow the online NCTJ exam application procedure for Diploma and shorthand examinations on the NCTJ website. Exams administration packs will be issued if exam centre approval is given to new training providers.

NCTJ examinations procedures and conditions of exams apply as normal.

If you have any queries relating to the administration of the NCTJ diploma exams please contact Melissa Davis on 01799 544943 or melissa.davis@nctj.com.

End-Point Assessment: final 6 weeks

There are two parts to the end-point assessment:

1. The apprentice will undertake a **work-related project** during the final six weeks of their apprenticeship. It must demonstrate that the apprentice has gained all the journalism skills listed in the standard. It must also demonstrate an understanding of the application of those skills and practices acquired both on and off the job. The apprentice may choose the topic with the approval of their employer and the NCTJ, and the project may be produced on any platform(s).

The project must include a rationale, a statement of any legal, ethical or regulatory issues and a reflective review of their learning during the apprenticeship. The project will be assessed independently by the NCTJ which has the quality assurance processes and procedures in place to ensure the consistency and fairness of the assessment.

2. The end-point assessment will include an independent assessment of the **qualities (behaviours)** of the apprentice as stated in the apprenticeship standard.

The end-point assessment is based entirely on the competence of the apprentice and their ability to demonstrate that they have fulfilled all the requirements of the standard.

1. **Work-related project**

The work-related project must demonstrate a holistic understanding of all aspects of the standard including the core skills and additional specialist skills for the appropriate sector. The apprentice is free to choose their own topic for the project and must demonstrate they have met the knowledge and skills required in the apprenticeship standard.

The final Level 3 Apprenticeship standard for a Junior Journalist can be found in **Appendix 3** of this document.

Projects an apprentice may consider could include how a major event was covered by their employer, including their own contributions to the overall success; or specific areas such as brand development, regulation and ethics or data-driven journalism. This list is by no means exhaustive but indicates the wide range of topics available to an apprentice.

A **project plan** must be produced for the work-related project. This project plan must be submitted to the NCTJ for approval to ensure the chosen topic meets the scope and level of skills required in the standard.

All work-related projects must be accompanied by a **project statement** from the apprentice setting out their rationale for the topic, any legal, regulatory or ethical issues that were encountered and how they were dealt with, and a reflective review of their learning during the apprenticeship.

The work-related project may be produced on any platform. It must be the apprentice's own original work and demonstrate their understanding and application of the journalistic skills and practices gained both on and off-the-job.

2. Qualities (behaviours)

The qualities (behaviours) to be assessed are listed in the apprenticeship standard (**Appendix 3**). Employers must score the apprentice's competency relating to learning outcomes for the qualities (behaviours) in the standard, and this will be checked independently by the NCTJ. This assessment is carried out by the employer and the training provider – not with the apprentice.

The following categories define the qualities required to become a junior journalist as described in the apprenticeship standard:

- **Able to demonstrate commitment and desire to be a journalist:** demonstrates that they are conscientious, inquiring, enthusiastic, resilient, persistent and hard-working.
- **Accepts unsocial working hours, is prepared to work shifts and has a professional attitude to the job:** has a flexible approach to work and adheres to health and safety regulations and requirements in the workplace and other environments.
- **An ability to write and use words accurately and with effect:** writes and/or uses words accurately and with effect, and delivers material according to deadlines.
- **A willingness to embrace change and be a team player:** is able to quite often work on their own, yet will invariably be part of a team that produces work for publication/broadcast.
- **A professional attitude to how they present themselves for work:** presents themselves in a manner which is acceptable to their employer and conforms to any given guidelines.
- **A lively interest in current affairs:** understands how society works and has a lively interest in current affairs.
- **Demonstrates an ability and desire to carry out duties in accordance with the law, regulations and any appropriate codes of conduct:** shows an understanding of legal issues and how they affect the work of a journalist and has the ability and desire to carry out duties in accordance with the law and any appropriate codes of conduct.
- **Shows persistence and determination; is conscientious; enthusiastic; resilient; has a hard-working attitude; and an inquiring mind:** demonstrates these personal qualities through a professional attitude to their work.⁴
- **An understanding of the diversity of their audience:** builds contacts through personal approaches and through the use of social media. Is adept at using social media and digital platforms and techniques to source content and build an audience and displays an understanding of the audience.
- **High personal standards in terms of:** works in an ethical manner and respects discretion and confidentiality and in accordance with the relevant code(s) of conduct.

Please refer to **Appendix 4** for the qualities/behaviours assessment form.

End-Point Assessment Procedures

1. 90-day notice period

The employer and/or training provider must contact the NCTJ **three months** before the end of the apprenticeship to confirm if the apprentice(s) have completed the 'gateway' qualification, the Diploma in Journalism, or to highlight which subjects are still to be achieved on the Diploma to enable progression. The training provider/employer must also submit the apprentices' completed formative assessment forms at this point.

This three-month notice period allows time for the NCTJ to implement the administrative and operational procedures required and to make the necessary checks on apprentices' eligibility for the end-point assessment. This period also allows for any reasonable adjustments to be made for apprentices with particular requirements or needs.

Apprentices must complete the Diploma in Journalism before they can progress on to the end-point assessment.

2. Project plan

Once we have confirmed that an apprentice is eligible to progress to the work-related project, the NCTJ will send out a template project plan form to the apprentice, employer and the training provider.

Please refer to **Appendix 5** for the work-related project plan template.

This plan must be completed, signed by the apprentice and their employer for verification and returned to Rachel Manby, quality and assessment manager: rachel.manby@nctj.com

3. Project plan approval

The NCTJ will confirm, by email, approval of the project plan. At this stage, if the NCTJ requires any further information on the topic or has concerns about whether the plan is sufficient to demonstrate that the apprentice has met the knowledge and skills required in the apprenticeship standard, your plan will be returned with a request for further information or may be refused as not suitable to meet the requirements of the end-point assessment.

In this case, the apprentice may resubmit a revised project plan or a new project plan for approval.

4. Project submissions

The work-related project must be submitted via Dropbox. The NCTJ will share a secure Dropbox folder with the apprentice to upload their work to.

Apprentices must complete and submit a project statement with their work-related project which includes a reflective review of their apprenticeship experience.

Please refer to **Appendix 6** for the work-related project statement template.

5. Marking the projects

The NCTJ provides trained, experienced examiners with the necessary industry-based skills and expertise to mark the work-related projects. The NCTJ applies its internal marking and moderation procedures that are followed for all qualifications to ensure robust quality assurance and rigorous and fair standards. Assessment criteria produced by the NCTJ in line with regulatory guidelines have been developed to meet the industry standard and to ensure a high quality assessment that maintains the standard over time.

Please refer to **Appendix 7** for the end-point assessment criteria and grading details.

6. Assessment of apprentice's qualities (behaviours)

The employer, with the assistance of the training provider, will conduct an assessment of the apprentice's qualities (behaviours) using a scoring system developed by the NCTJ against the standard. This assessment should be conducted after completion of the work-related project and submitted to the NCTJ with the project for marking.

Please refer to **Appendix 4** for the qualities/behaviours assessment form.

This assessment will then be verified by the NCTJ, which will review the assessment of qualities (behaviours) against the scoring system, using the evidence submitted, and will amend or confirm the marks awarded.

7. Apprenticeship grading

This apprenticeship is graded and an apprentice must achieve the following to gain a certificate of completion:

- Pass (50 to 59 per cent of the total apprenticeship marks available)
- Merit (60 to 69 per cent of the total apprenticeship marks available)
- Distinction (70 per cent and above of the total apprenticeship marks available).

Grade descriptors for pass, merit and distinction can be found in **Appendix 7** – the end-point assessment criteria.

Fifty per cent of the total marks will be made up from the results achieved in the NCTJ Level 3 Diploma in Journalism assessments. The remaining 50 per cent will be gained from the end-point assessment completed in the final six weeks of the apprenticeship (40 per cent for the work-related project and 10 per cent for qualities/behaviours assessment). Please refer to **Appendix 7** for the end-point assessment criteria and grading details.

Apprentices will not be able to gain a certificate of completion without passing the end-point assessment. *Please note: the early formative assessment does not contribute marks towards the overall apprenticeship grade.*

8. Results and feedback

Results will be issued within five weeks of submission of the end-point assessment. This allows for the NCTJ's internal quality assurance processes and its external quality assurance. The end-point assessment submission must include the work-related project, the apprentice's project statement and the qualities/behaviours assessment in order to be marked.

Final marks are awarded as follows:

- | | |
|-------------------------|---|
| • Diploma in Journalism | 50 per cent of the overall apprenticeship |
| • Work-related project | 40 per cent of the overall apprenticeship |
| • Qualities/behaviours | 10 per cent of the overall apprenticeship |

Results will be issued to the employer and the apprentice. The training provider will also be notified.

If an apprentice fails the end-point assessment, feedback will be given by the NCTJ assessor in the form of a feedback report which details why the project has been failed.

An apprentice may resubmit their work-related project for assessment no sooner than **six weeks** after results have been issued.

9. Certification

Apprenticeship certification

As the assessment organisation, the NCTJ is responsible for applying for the final apprenticeship certificate. The NCTJ must apply for the apprenticeship certificate through the Education Skills Funding Agency (ESFA), submitting the required evidence to satisfy completion of the apprenticeship.

The NCTJ will provide confirmation to the employer that the apprentice has gained the diploma and passed the end-point assessment. This will be done within two weeks of the final results being issued.

The SFA will issue the final apprenticeship certificate direct to the employer. The NCTJ and the training provider will receive email notification that this has been done.

Diploma in Journalism

The NCTJ issues diploma certificates to the training provider within six weeks of the end of the course. The training provider is responsible for issuing the diploma certificates to the apprentices.

End-point assessment

The NCTJ will issue an NCTJ certificate of completion for the work-related project and qualities assessments with the end-point assessment results.

10. Re-submissions

If a work-related project fails to meet the standard required as described in the assessment criteria for the end-point assessment, it may be re-submitted for assessment no earlier than **six weeks** after results have been issued. A re-submission fee will be charged (please see the NCTJ fees list).

11. Appeals and complaints

Apprentices, employers and training providers may appeal the final results for the Diploma in Journalism or the end-point assessment. Details of the NCTJ appeals procedures are available on the NCTJ website:

<http://www.nctj.com/about-us/Policiesandprocedures/appeals>

The NCTJ is committed to providing high-quality assessments and we will resolve any problems you may have with our service as quickly as possible. Please see our complaints policy and procedures for more details:

<http://www.nctj.com/about-us/Policiesandprocedures/Complaintspolicy>

12. Quality assurance

The NCTJ has robust quality assurance procedures in place to ensure that our assessments are robust, consistent and fair. Detailed assessment criteria will be applied by trained independent examiners with relevant industry experience, following quality assured marking processes and procedures that will provide accurate and valid outcomes.

The employer, with the help of the training provider, will conduct an assessment of the apprentice's qualities (behaviours). This assessment will then be verified by the NCTJ. The NCTJ may observe the assessment of an apprentice's qualities/behaviours to ensure that the assessment process is maintained and delivered consistently across all employers and training providers.

External quality assurance

The NCTJ is applying to Ofqual to provide the independent external quality assurance of end-point assessments for the junior journalist apprenticeship standard. The NCTJ is an awarding organisation recognised by Ofqual, Qualifications Wales and CCEA (Northern Ireland) and is approved by the Education Skills Funding Agency as an assessment organisation for the junior journalist apprenticeship standard.

Key NCTJ contacts

Rachel Manby, quality and assessment manager: 01799 544935
rachel.manby@nctj.com

Melissa Davis, examinations controller: 01799 544943
melissa.davis@nctj.com

Appendix

(Please contact the NCTJ to request word/excel formats of these appendices)

Appendix 2

APPRENTICESHIP STANDARD FOR A JUNIOR JOURNALIST

Formative Assessment

Date of Assessment: / /

Formative assessments will take place in-house and be carried out by the employer and/or training provider generally within the first three months of the apprenticeship. Assessment methods and results should be recorded to provide ongoing feedback that can be used by employers and/or training providers to address problem areas and by apprentices to identify strengths and weaknesses and improve their learning. This document should be completed by the employer/training provider and signed by the apprentice. Its comments and conclusions should be used to identify progress and areas for special attention. It must be submitted to the NCTJ at the start of the 90-day notice period.

KEY LEGAL ISSUES

CODE(S) OF CONDUCT

BROADER ETHICAL ISSUES

QUALITIES – an ability to write and use words accurately and with effect; have an understanding of the diversity of their audience; and have an ability and desire to carry out duties in accordance with the law, regulations and any appropriate codes of conduct.

ATTITUDE – hard working; inquiring mind; lively interest in current affairs; persistence and determination; a willingness to accept unsocial working hours; demonstrate commitment and desire to be a journalist; have professional attitudes to their job and how they present themselves for work; be prepared to work shifts; be conscientious; enthusiastic; resilient; be a team player; and adheres to health and safety regulations and requirements.

KEY SKILLS – making contacts; telephone manner; email, social media and other digital communication protocols; interview, use of IT; house style(s); and working to deadlines.

OVERALL ASSESSMENT

TRAINING NEEDS identified and target dates

...../...../.....

...../...../.....

APPRENTICE:

EMPLOYER:

APPRENTICE'S SIGNATURE:

EMPLOYER'S SIGNATURE:

Appendix 3

APPRENTICESHIP STANDARD FOR JOURNALISM

1. Job

Junior journalist

2. Duration

We would expect a candidate coming onto this apprenticeship, without previous relevant experience, to typically take at least 18 months to complete the programme. This may be reduced if an apprentice is part-qualified or has relevant experience on entry.

3. Role profile

Journalists bring people the news and information from their street, their community, their town or city and from around the world using a combination of words, pictures and moving images. They are able to work on their own competently and work without immediate supervision in generating and producing stories for publication and/or broadcast. At the successful completion of this apprenticeship, you will become a junior journalist.

4. Knowledge and skills

Journalists will use their knowledge and skills to produce news and information for TV, radio, print and digital publications. These are the core skills for a junior journalist:

- know what a story is and how to carry out the necessary research and interviews;
- build and maintain a range of reliable contacts;
- create quality stories that are accurate, clear, vigorous, fair and balanced, in a form that will engage an audience;
- work in an ethical manner and in accordance with relevant codes of conduct and demonstrate integrity;
- be able to work on getting stories ‘right the first time’;
- demonstrate an ability to write and use good English to industry standard for all platforms;
- produce content for digital platforms, including video and photographic material;
- adept at using social media and digital platforms and techniques to source content, contacts and build an audience;
- be a good communicator;
- understand the importance and value of brands;
- connects with the audience they serve;
- work to tight deadlines;
- be technically proficient and able to understand/use web analytics;
- understand how society works;
- take and keep accurate notes and records;
- be able to gather, verify and make proper use of User Generated Content (UGC);
- be able to gather, use and present data;
- understand how the law affects the work of a journalist;
- adhere to relevant health and safety legislation in the workplace; and
- Understand the ‘news business’ with a knowledge of emerging trends in the media industry.

Apprentices will follow one of the following pathways to gain the additional specialist skills:

For print and associated digital platforms, journalists must:

- for most employers, write and accurately transcribe shorthand at 100 words per minute;
- edit copy and write headlines for publication on different platforms;
- take photographs suitable for publication;
- be able to report from a wide range of settings;
- research and write clear, accurate, compliant and engaging stories and features for newspapers, magazines and websites;
- for some employers, be able to use data to contribute towards potential editorial content and strategies; and
- have a good working knowledge of regulation as laid out in the editors' code

For TV/radio and associated digital platforms, journalists must:

- research and write clear, accurate, balanced, compliant and engaging stories for TV and radio;
- for some employers, be able to write and accurately transcribe shorthand at 100 words per minute;
- understand the techniques of interviewing for broadcast and can conduct a simple broadcast interview themselves;
- demonstrate familiarity with the basic techniques and technology of broadcast newsgathering, including the sourcing of material;
- have an awareness of the basic set-up of radio and television news studios, operate simple radio and television equipment, and be familiar with the language and terminology of a broadcast newsroom;
- show a good working knowledge of the key principles of broadcast regulation as laid out in the Ofcom Broadcasting Code; and BBC editorial guidelines.

For public relations (PR), corporate communications and associated digital platforms, journalists must:

- understand how journalism in PR and corporate communications differs from journalism in other sectors;
- for some employers, be able to write and accurately transcribe shorthand at 100 words per minute;
- be able to prepare content for specific purposes (e.g. press releases, social media, brochures, exhibition boards);
- have a good understanding of the business (businesses) they work for;
- know the difference between outputs (e.g. press releases, social media etc.); and
- be able to act as a mediator and facilitator between the media and employer.

5. Qualities

Journalists should have: a hard-working attitude; an inquiring mind; a lively interest in current affairs; an ability to write and use words accurately and with effect; persistence and determination; and a willingness to embrace change and accept unsocial working hours. They must be able to demonstrate commitment and desire to be a journalist. They must have professional attitudes to their job, how they present themselves for work and have an understanding of the diversity of their audience. They should also be: prepared to work shifts; conscientious; enthusiastic; resilient; a team player; have an ability and desire to carry out duties in accordance with the law, regulations and any appropriate codes of conduct; and have high personal standards in terms of discretion/confidentiality.

6. Entry requirements

Individual employers will identify any relevant entry requirements in terms of previous qualifications, training, work experience or other criteria. Apprentices without Level 2 English and maths will need to achieve this level prior to completion of their apprenticeship.

7. Assessments

This assessment will include the NCTJ Level 3 Diploma in Journalism, an existing end-of-programme assessment which is well-recognised and valued in the industry. The end-point assessment will cover the whole standard and will be graded pass, merit or distinction.

8. Level and review date

This is a level 3 apprenticeship which will be reviewed after three years.

Appendix 4

APPRENTICESHIP STANDARD FOR A JUNIOR JOURNALIST ASSESSMENT FORM: APPRENTICE'S QUALITIES/BEHAVIOURS

This assessment will provide a motivator to encourage appropriate behaviour and practice.

There are 10 categories to consider and each one will attract a mark out of 10.

The 10 category marks will then form a total mark out of 100 and this will then be divided by 10 to form the final mark.

Example: The apprentice scores a total mark of 75 out of 100 available marks. This is divided by 10 to produce a mark of 7.5. Marks will be rounded up or down depending on whether this mark is nearer to the whole number above or below (marks ending in .5 will be rounded up).

Therefore, this apprentice scores a final mark of 8 out of 10.

Qualities

The following categories define the qualities required to become a junior journalist as described in the apprenticeship standard:

- 1. Able to demonstrate commitment and desire to be a journalist:** demonstrates that they are conscientious, inquiring, enthusiastic, resilient, persistent and hard-working.
- 2. Accepts unsocial working hours, is prepared to work shifts and has a professional attitude to the job:** has a flexible approach to work and adheres to health and safety regulations and requirements in the workplace and other environments.
- 3. An ability to write and use words accurately and with effect:** writes and/or uses words accurately and with effect, and delivers material according to deadlines.
- 4. A willingness to embrace change and be a team player:** is able to quite often work on their own, yet will invariably be part of a team that produces work for publication/broadcast.
- 5. A professional attitude to how they present themselves for work:** presents themselves in a manner which is acceptable to their employer and conforms to any given guidelines.
- 6. A lively interest in current affairs:** understands how society works and has a lively interest in current affairs.
- 7. Demonstrates an ability and desire to carry out duties in accordance with the law, regulations and any appropriate codes of conduct:** shows an understanding of legal issues and how they affect the work of a journalist and has the ability and desire to carry out duties in accordance with the law and any appropriate codes of conduct.
- 8. Shows persistence and determination; is conscientious; enthusiastic; resilient; has a hard-working attitude; and an inquiring mind:** demonstrates these personal qualities through a professional attitude to their work.
- 9. An understanding of the diversity of their audience:** builds contacts through personal approaches and through the use of social media. Is adept at using social media and digital

platforms and techniques to source content and build an audience and displays an understanding of the audience.

10. High personal standards in terms of: works in an ethical manner and respects discretion and confidentiality and in accordance with the relevant code(s) of conduct.

ASSESSMENT OF APPRENTICE JUNIOR JOURNALIST QUALITIES

The learning outcomes for final assessment (all must be competently demonstrated)

| Quality | Competence | Learning outcome | Mark out of 10 |
|---|---|--|----------------|
| Is able to demonstrate commitment and desire to be a journalist | Has a drive and determination to succeed | 1. Works responsibly and in an ethical manner 2. Knows what a story is and how to carry out the necessary research and interviews | |
| Accepts unsocial working hours, is prepared to work shifts and has a professional attitude to the job | Willingness to accept different work patterns and is flexible to the demands of the job | 3. Works to deadlines 4. Adheres to relevant health and safety legislation in the workplace and assessing risk | |
| Has an ability to write and use words accurately and with effect | Demonstrates an ability to write and use good English to industry standard for all platforms | 5. Creates quality stories that are accurate, clear, vigorous, fair and balanced, in a form that will engage an audience 6. Can use social media and other digital platforms and techniques to produce and source content, contacts and build an audience | |
| Has a willingness to embrace change and be a team player | Willingness to accept changing priorities and work patterns and support colleagues including collaboration to achieve results | 7. Is an enthusiastic and positive team member 8. Shares knowledge and ideas with colleagues 9. Asks questions and challenges others in a positive way 10. Responds positively to change | |
| Has a professional attitude to how they present themselves for work | Meets personal commitments and professional expectations | 11. Is punctual and professional in appearance at all times 12. Represents the values and ethics of the company | |
| Has a lively interest in current affairs | Understands how society works showing a good working knowledge of local and central government | 13. Reviews the news, both locally and globally on a daily basis | |
| Demonstrate an ability and desire to carry out duties in accordance with the law, regulations and any appropriate codes of conduct | Constantly refers and adheres to appropriate regulation and codes | 14. Demonstrates integrity and ethical behaviour when carrying out duties 15. Is able to take and keep accurate notes and records 16. Understands how the law affects their work | |

| | | | |
|---|--|--|--|
| Shows persistence and determination; is conscientious; enthusiastic; resilient; has a hard-working attitude; and an inquiring mind | Demonstrates drive and energy in their work, is proactive in their approach and meets challenges head on | 17. Has built and maintained a range of reliable contacts 18. Is a confident communicator on all levels 19. Is technically proficient and can use web analytics, UGC and data in their everyday work | |
| Has an understanding of the diversity of their audience | Understands the value of differences in society and how to address diversity in their work | 20. Regularly produces stories that connect with the audience they serve 21. Understands the importance and value of brands 22. Understands the news business and can identify emerging trends | |
| Has high personal standards in terms of discretion/confidentiality | Meets personal commitments and expectations and shows integrity and sensitivity in their work | 23. Works in an honest and open way 24. Can demonstrate compassion and understanding in difficult situations 25. Makes good decisions when dealing with sensitive or confidential information | |
| | | Total: | |

| | |
|------------------------------------|------------------------------|
| Name of apprentice: | |
| Employer: | Employer's signature: |
| Training provider: | Trainer's signature: |
| NCTJ QA name and signature: | |
| QA approved: | |
| Date: | |

Appendix 5

APPRENTICESHIP STANDARD FOR A JUNIOR JOURNALIST WORK-RELATED PROJECT PLAN

| | |
|--|--|
| Name of apprentice | |
| Name of tutor/training provider | |
| Employer | |
| Employer representative name and position | |

Apprenticeship pathway followed (tick one)

- 1 TV/radio and associated digital platforms
- 2 Print and associated digital platforms
- 3 Public relations (PR), corporate communications and associated digital platforms

Main Aims

The apprenticeship end-point assessment is produced **in the final weeks of an apprenticeship** and is designed to show the apprentice has gained the knowledge and skills to work as a junior journalist. The apprentice's work-related project **MUST** demonstrate and show competence in **ALL** the core skills **AND** the additional specialist sector skills relating to the pathway which the apprentice has followed as published in the apprenticeship standard: <https://www.gov.uk/government/publications/apprenticeship-standard-junior-journalist>

Work-related project title

Project outline (write between 400-500 words) [*Guidelines: What story is your end-point assessment going to tell? Which platform(s) will you use to publish your story? How will you source the people and information needed to complete the project? How will you meet the requirements of this assessment?]*.....

Learning outcomes to be assessed

The learning outcomes to be assessed by the end-point assessment work-related project are contained within section 4 of the Apprenticeship Standard for a Junior Journalist, under the heading **Knowledge and Skills**.

All of the following boxes **must** be completed to demonstrate that you fully understand the requirements of the apprenticeship end-point assessment project and have devised a plan to meet those requirements. This will provide the evidence that you have gained the knowledge and skills **for each individual requirement** of the apprenticeship standard during your apprenticeship training.

To be approved by the NCTJ, your work-related project plan must demonstrate how you will evidence your competence under each heading.

Knowledge and skills

Be **CLEAR** in stating how your project will meet the following requirements

1. Know what a story is and how to carry out the necessary research and interviews.

[Guidelines: Why this is a story which will interest your audience? What research will you need to do? Who will you need to interview?]

2. Build and maintain a range of reliable contacts. *[Guidance: Who are the contacts which will help you build this end-point assessment? Provide an extract from your contacts "book" – redacted, where needed. This should be an appendix to your project.]*

3. Create quality stories that are accurate, clear, vigorous, fair and balanced, in a form that will engage an audience. *[Guidance: explain how the piece of work you produce for your project will meet this requirement.]*

4. Work in an ethical manner and in accordance with relevant codes of conduct and demonstrate integrity. *[Guidance: The piece of work you produce for your project must be ethical and comply with any relevant codes of conduct. In addition, you will need to supply a statement detailing the ethical and codes of conduct issues you were faced with producing the assessment and how you dealt with those issues.]*

5. Be able to work on getting stories 'right the first time'. *[Guidance: Your published work for this end-point assessment, including any appendices, should not need any further editing. It must not have been edited by a third party. Confirm here.]*

6. Demonstrate an ability to write and use good English to industry standard for all platforms. *[Guidance: You will need to provide sufficient written work in your project to enable this skill to be judged. It can include a written story, your appendices, use of social media, and the completion of this document.]*

7. Produce content for digital platforms, including video and photographic material. *[Guidance: Digital platforms will include websites and social media. The video should be sufficient in terms of length so the quality can be judged in terms of content and adherence to industry standards of filming. Your project will need to include at least one photograph you have taken yourself.]*

8. Adept at using social media and digital platforms and techniques to source content, contacts and build an audience. *[Guidance: Ensure you meet the three strands of this requirement. Your project may include examples of your use of social media but an appendix could include examples of social media postings you made to source content, gain new contacts and to build a following. You should show how your social media “reach” has grown.]*

9. Be a good communicator. *[Guidance: Ensure your project has sufficient sources – and interviews – to demonstrate your ability.]*

10. Understand the importance and value of brands. *[Guidance: State the brand values of the company/product you work for and how you met them in your project. Your work should reflect those brand values.]*

11. Connects with the audience they serve. *[Guidance: The material produced for your project should be relevant to your audience – your day-to-day job.]*

12. Work to tight deadlines. *[Guidance: You will probably be able to demonstrate this through the work produced for this assessment, together with a timeline. A time-plan should be included with your project.]*

13. Be technically proficient and able to understand/use web analytics. *[Guidance: There are a few strands to this point, make sure you meet them all. You will need to demonstrate technical proficiency around the use of websites, social media, photography, video and audio. An appendix showing what analytics you used to make a decision on the story you do for this assessment, followed up by reference to what happened after publication and publicity.]*

14. Understand how society works. *[Guidance: The finished piece of work for your project may demonstrate in general terms how society “works”. You can also refer to your grade in the Diploma in Journalism Essential Public Affairs exam.]*

15. Take and keep accurate notes and records. *[Guidance: You should detail your methods of note-taking and record keeping. Emphasis should be placed on the ease of retrieval of stored material. You will also need to provide physical evidence, such as a scan of pages of your notebook and/or a copy of unedited audio/video files you have made.]*

16. Be able to gather, verify and make proper use of User Generated Content (UGC) *[Guidance: Material gathered from UGC should form part of your project. Provide the source of the material used in its original context, and how you established its veracity].*

17. Be able to gather, use and present data *[Guidance: A primary source of data should form part of your project. You should reference the data source with a hyperlink.]*

18. Understand how the law affects the work of a journalist. *[Guidance: Your project must not breach any laws, both in the way the material was gathered and in its publication. You can also refer to your grade in the Diploma in Journalism essential media law and regulation exam.]*

19. Adhere to relevant health and safety legislation in the workplace. *[Guidance: Your work should demonstrate, where possible, adherence to health and safety legislation, backed by a note of the steps you took. Explain here how you intend to meet the requirements of health and safety laws.]*

20. Understand the 'news business' with a knowledge of emerging trends in the media industry. *[Guidance: This can be demonstrated by the methods of publication you use and how you go about gathering the information, showing particular attention to new trends/developments].*

Additional specialist sector skills (please complete the section that is relevant to you)

For print and associated digital platforms, journalists must:

1. For most employers, write and accurately transcribe shorthand at 100 words per minute. *[Guidance: You may refer to your Teeline shorthand speed gained. If your employer does not require 100wpm, please state here.]*

2. Edit copy and write headlines for publication on different platforms. *[Guidance: Demonstrate your editing skills by the work provided for your project; the appendix should contain the original copy which you edited and headlined. Note the need to cover different platforms; e.g. print and online and/or video.]*

3. Take photographs suitable for publication. *[Guidance: You will have provided at least one photograph to meet the requirements of the core skills. Note here, the word is photographs.]*

4. Be able to report from a wide range of settings. *[Guidance: Your submission should clearly demonstrate that you have reported and gained information from a number of different places/venues. State here how you will meet this requirement.]*

5. Research and write clear, accurate, compliant and engaging stories and features for newspapers, magazines and websites. *[Guidance: Your project should reflect the publication you work for e.g. newspaper/website, website, magazine/website. It should be IPSO compliant and the story told in a way which will attract readers/viewers and hold their attention.]*

6. For some employers, be able to use data to contribute towards potential editorial content and strategies. *[Guidance: If this is not relevant for your employer, please state here.]*

7. Have a good working knowledge of regulation as laid out in the Editors' Code.

[Guidance: You can refer to your grade gained in the Diploma in Journalism Essential Media Law and Regulation exam.]

For TV/radio and associated digital platforms, journalists must:

1. Research and write clear, accurate, balanced, compliant and engaging stories for TV and radio.

[Guidance: Your submission should include stories published in connection with your project, plus any written scripts.]

2. For some employers, be able to write and accurately transcribe shorthand at 100 words per minute.

[You may refer to your Teeline shorthand speed gained. If your employer does not require this, please state here.]

3. Understand the techniques of interviewing for broadcast and can conduct a simple broadcast interview themselves.

[Guidance: Your project should contain video/audio as appropriate of you carrying out interviews.]

4. Demonstrate familiarity with the basic techniques and technology of broadcast newsgathering, including the sourcing of material.

[Guidance: You must make use of technical equipment yourself. If you do not have permission from your employer to carry out certain necessary tasks, you must make this clear, stating exactly what work was done by someone else. This should be countersigned by your employer.]

5. Have an awareness of the basic set-up of radio and television news studios, operate simple radio and television equipment, and be familiar with the language and terminology of a broadcast newsroom.

[Guidance: One way to tackle this would be to write a short article, or make a short video film explaining how a TV/radio newsroom works and the equipment and terms used.]

6. Show a good working knowledge of the key principles of broadcast regulation as laid out in the Ofcom Broadcasting Code; and BBC editorial guidelines.

[Guidance: You can point to your grade gained in the Diploma in Journalism broadcast regulation exam. You should also reference any internal training and/or in-house tests you have completed during your training.]

For public relations (PR), corporate communications and associated digital platforms, journalists must:

1. Understand how journalism in PR and corporate communications differs from journalism in other sectors. *[Guidance: One way of tackling this is to either write a short article or make a video/audio explaining the differences.]*

2. For some employers, be able to write and accurately transcribe shorthand at 100 words per minute. *[You may refer to your Teeline shorthand speed gained. If your employer does not require this, please state here.]*

3. Be able to prepare content for specific purposes (e.g. press releases, social media, brochures, exhibition boards). *[Guidance: Where the material prepared for your project does not cover these headings, details of work done, with examples, should be added to the appendix.]*

4. Have a good understanding of the business (businesses) they work for. *[Guidance: The work submitted for your project should reflect this understanding.]*

5. Know the difference between outputs (e.g. press releases, social media etc.); and be able to act as a mediator and facilitator between the media and employer. *[Guidance: The work submitted for your project should reflect this understanding, and, if needed, supported by a rationale as part of the appendix.]*

HAVE YOU COMPLETED ALL THE RELEVANT BOXES?

DOES YOUR PLAN MEET ALL THE REQUIREMENTS OF THE APPRENTICESHIP STANDARD?

Apprentice name:

Signature:

Employer name:

Signature:

| |
|--|
| <p>Training provider name:</p> <p>Signature:</p> |
|--|

| |
|-------|
| Date: |
|-------|

For NCTJ use

| | | |
|-----------------------|-----|----|
| Project plan approved | Yes | No |
|-----------------------|-----|----|

| |
|----------------------------------|
| Project plan approved – comments |
|----------------------------------|

| |
|---|
| Project plan rejected – why and what is required for resubmission |
|---|

| |
|------------------|
| Name of assessor |
|------------------|

| |
|------|
| Date |
|------|

| |
|------------|
| Checked by |
|------------|

| |
|------|
| Date |
|------|

Appendix 6

| |
|---|
| APPRENTICESHIP STANDARD FOR A JUNIOR JOURNALIST WORK-RELATED PROJECT STATEMENT |
|---|

| | |
|-------------|--|
| Name | |
|-------------|--|

| | |
|-----------------|--|
| Employer | |
|-----------------|--|

| | |
|----------------------|--|
| Project title | |
|----------------------|--|

| | |
|--|--|
| <p>How does this project meet <u>all</u> the core and relevant specialist skills as detailed in the standard?</p> <p>(Approx. 400 words)</p> | |
|--|--|

| | |
|--|--|
| <p>What sources have you used to research your project and who have you interviewed? (include contact details of interviewees)</p> | |
|--|--|

| | |
|---|--|
| <p>Give details of any legal, regulatory and ethical issues encountered and how they were dealt with.</p> | |
|---|--|

| | |
|--|--|
| <p>Write a reflective review of your apprenticeship experience. (approx. 1000 words)</p> | |
|--|--|

| |
|--|
| <p>I declare this represents my own work and all primary and secondary sources have been acknowledged.</p> <p>Apprentice signature:</p> <p>Date:</p> |
|--|

Appendix 7

APPRENTICESHIP STANDARD FOR A JUNIOR JOURNALIST END-POINT ASSESSMENT CRITERIA AND OVERALL GRADING

Work-related project aims: The project is to be completed during the final six weeks of the apprenticeship. It should demonstrate that the apprentice had gained all the skills required in the apprenticeship standard.

Qualities: Alongside the project, the apprentice's behaviour/qualities will initially be assessed by the employer/training provider and then assessed and verified by an independent assessment organisation.

Although the project and qualities are entirely separate assessments with independent assessment criteria and quality assurance processes, an overall mark will combine the scores for each.

The work-related project will form 40 per cent of the overall apprenticeship marks, with 10 per cent of the apprenticeship marks being allocated to qualities. The other 50 per cent is allocated to completion of the NCTJ Level 3 Diploma in Journalism qualification as set out in the assessment plan.

Apprentices cannot gain the apprenticeship without passing both end-point assessments: the work-related project and qualities.

The work-related project

This is to be completed during the final six weeks of the apprenticeship. It is recommended that apprentices decide on a topic for their project, with the agreement of their employer and the assessment organisation, at least one month prior to the final six weeks of the apprenticeship.

Content parameters need to be realistic to ensure that the apprentice is able to demonstrate that they have gained the skills and knowledge required in the standard and the core skills and additional specialist skills for the sector they are working in.

It can be completed on any combination of platforms including print, online, and broadcast versions.

Guidelines

Video, audio, online (including digital and social) and print may be used for the work-related project, or a combination using the platforms which the apprentice best thinks will tell the story.

There must be sufficient material to enable markers to properly assess the quality of the work and be satisfied the apprentice has the skills and knowledge demanded by the apprenticeship standard.

For example, print-only features may need to be around 1,000 words. A similar word count would be needed for a story published on the web. In both cases, content can be split into various segments.

A broadcast item of 2-3 mins.

Sustained use of social media would be looked for; i.e. more than a couple of Tweets or Facebook posts.

Multimedia may include text (guideline 500 words), with video, audio, photographs, slideshows, interactivity, social media (not exhaustive), as the story demands.

These are just suggested guidelines. There must be sufficient material for markers to be able to make a valid assessment.

For all projects, there must also be a completed project statement which includes: a rationale for the topic; a statement of any legal, ethical or regulatory issues encountered and how they were dealt with; and a reflective review of their learning during the apprenticeship.

Awarding of marks for the project

(Marks out of 100 will be converted to meet the 40 per cent weighting for the overall apprenticeship mark)

70-plus marks

Award for submission that demonstrates a high level of professional ability and meets the requirements as set out in the apprenticeship standard.

60-69 marks

Award for above average submission demonstrating a thoroughly competent level of professional ability and meets the requirements as set out in the apprenticeship standard.

50-59 marks

Award for submission demonstrating a competent level of professional ability and meets the requirements as set out in the apprenticeship standard.

Below 50 marks

(this will lead to a fail and the apprentice would need to resubmit their project to pass and complete the apprenticeship)

Award for submission demonstrating a lack of professional ability and does not meet the requirements as set out in the apprenticeship standard.

Apprentice qualities/behaviours

This assessment will provide a motivator to encourage appropriate behaviour and practice.

There are 10 categories to consider and each one will attract a mark out of 10.

The 10 category marks will then form a total mark out of 100 and this will then be divided by 10 to form the final mark.

Example: The apprentice scores a total mark of 75 out of 100 available marks. This is divided by 10 to produce a mark of 7.5. Marks will be rounded up or down depending on whether this mark is nearer to the whole number above or below (marks ending in .5 will be rounded up).

Therefore, this apprentice scores a final mark of 8 out of 10.

Qualities

The following categories define the qualities required to become a junior journalist as described in the apprenticeship standard:

- 1. Able to demonstrate commitment and desire to be a journalist:** demonstrates that they are conscientious, inquiring, enthusiastic, resilient, persistent and hard-working.
- 2. Accepts unsocial working hours, is prepared to work shifts and has a professional attitude to the job:** has a flexible approach to work and adheres to health and safety regulations and requirements in the workplace and other environments.
- 3. An ability to write and use words accurately and with effect:** writes and/or uses words accurately and with effect, and delivers material according to deadlines.
- 4. A willingness to embrace change and be a team player:** is able to quite often work on their own, yet will invariably be part of a team that produces work for publication/broadcast.
- 5. A professional attitude to how they present themselves for work:** presents themselves in a manner which is acceptable to their employer and conforms to any given guidelines.
- 6. A lively interest in current affairs:** understands how society works and has a lively interest in current affairs.
- 7. Demonstrates an ability and desire to carry out duties in accordance with the law, regulations and any appropriate codes of conduct:** shows an understanding of legal issues and how they affect the work of a journalist and has the ability and desire to carry out duties in accordance with the law and any appropriate codes of conduct.
- 8. Persistence and determination; is conscientious; enthusiastic; resilient; has a hard-working attitude; and an inquiring mind:** demonstrates these personal qualities through a professional attitude to their work.
- 9. Understanding of the diversity of their audience:** builds contacts through personal approaches and through the use of social media. Is adept at using social media and digital platforms and techniques to source content and build an audience and displays an understanding of the audience.
- 10. High personal standards in terms of:** works in an ethical manner and respects discretion and confidentiality and in accordance with the relevant code(s) of conduct.

Process

The employer and/or training provider assesses the apprentice's qualities with the apprentice and completes the NCTJ qualities assessment form during the final six weeks of the apprentice's training. This process may be observed by an NCTJ assessor. The NCTJ will check and quality assure the results of the assessment.

Marking the project

There are 100 marks available for the project. Overall criteria:

- **70-plus marks**

Print: awarded for stories/features that require minimal subbing, are topical, accurate, relevant, well-structured, readable, show elements of originality with the use of primary and secondary sources. The introduction should be well-crafted, quotes well-chosen and well placed, and the use of language largely error-free. There should be clear evidence of initiative in sourcing the story. Legal, regulatory and ethical issues have been considered and generally show excellent understanding.

Page layout: the page has a clear, accessible layout giving appropriate prominence to stories and pictures. Typography has been well used, headlines encapsulate the story, and there are no content errors e.g. factual errors and omissions, spelling, punctuation, grammar, style or missing/extra words.

Online: awarded for stories/features that require minimal subbing, are topical, accurate, relevant, well-structured, readable, show elements of originality with the use of primary and secondary sources. The introduction should be well-crafted, quotes well-chosen and well placed, and the use of language largely error-free. There should be clear evidence of initiative in sourcing the story. Opportunities provided by the online format have been maximised. Legal, regulatory and ethical issues have been well thought through and are clearly expressed.

Broadcast: awarded for submissions that are topical, accurate, relevant, well-structured and well-presented, showing elements of originality with the use of primary and secondary sources. The introduction should grab the attention of the viewer or listener, quotes are well chosen and well placed, and the use of language largely error-free. It shows an excellent level of 'viewability' and an excellent level of creativity. There should be clear evidence of initiative in sourcing the story. The story should maximise opportunities provided by the broadcast/video/audio formats and includes effective use of audio/video techniques. Legal, regulatory and ethical issues have been well thought through and are clearly expressed.

- **60-69 marks**

Print: awarded for stories/features that require some subbing. There may be a few minor inaccuracies. Stories/features should be adequately structured, comprehensible, with an acceptable intro and some quotes. There may be some language errors. There should be some evidence of originality and initiative in sourcing the story. Legal, regulatory and ethical issues have been considered and generally show good understanding.

Page layout: the page layout is fairly accessible although there may be some issues regarding the prominence given to some stories and pictures. Typography has been generally well used, headlines mainly encapsulate the story, and there are few content errors in spelling, punctuation, grammar, style or missing/extra words.

Online: awarded for stories/features that require some subbing. There may be a few minor inaccuracies. Stories/features should be adequately structured, comprehensible, with an acceptable intro and some quotes. There may be some language errors. There should be some evidence of originality and initiative in sourcing the story. Opportunities provided by the online format have been used well. Suggested illustrations for features are appropriate and show ideas

which can be developed. Legal, regulatory and ethical issues have been considered and generally show good understanding.

Broadcast: awarded for submissions that are largely accurate, relevant, have adequate structure and presentation. The introduction should be acceptable. There should be some quotes. It shows a satisfactory level of 'viewability' and is creative. There should be some evidence of originality and initiative in sourcing the story. The story uses opportunities provided by the broadcast/video/audio formats and includes use of audio/video techniques. Legal, regulatory and ethical issues have been considered and generally show good understanding.

- **50-59 marks**

Print: awarded for stories/features that require extensive subbing, re-writing or double-checking or are inadequate in other ways. There may be several inaccuracies. Story structure may be disjointed, with few or no quotes, many language errors and poor writing style. There may be little evidence of initiative in sourcing story. Legal, regulatory and ethical issues have been considered but lack clarity of thought.

Page layout: the page layout is not very accessible and there are some issues regarding the prominence given to at least several stories and pictures. Typography has not been well used, headlines do not always encapsulate the story, and there are a number of content errors in spelling, punctuation, grammar, style or missing/extra words.

Online: awarded for stories/features that require extensive subbing, re-writing or double-checking or are inadequate in other ways. There may be several inaccuracies. Story structure may be disjointed, with few or no quotes, many language errors and poor writing style. There may be little evidence of initiative in sourcing story. Suggested illustrations for features may not be appropriate and do little to enhance the text. Opportunities provided by the online format have been used poorly. Legal, regulatory and ethical issues have been considered but lack clarity of thought.

Broadcast: awarded for stories/features that require extensive subbing, re-writing/editing or double-checking or are inadequate in other ways. There may be several inaccuracies. Story structure may be disjointed, with few or no quotes, many language errors and poor writing style. There may be little evidence of initiative in sourcing story. Opportunities provided by the broadcast/video/audio formats have been used poorly. Legal, regulatory and ethical issues have been considered but lack clarity of thought.

- **Below 50 marks**

Print: awarded for stories/features containing one or more major inaccuracies which would require correction and/or apology, or are written so badly that they cannot be understood without reference back to the candidate. Shows no originality or initiative and little or no understanding of what is required. Legal, regulatory and ethical matters have been badly dealt with and/or ignored.

Page layout: the page layout is confusing and inaccessible and there are many issues regarding the prominence given to the stories and pictures. Typography has not been well used, many headlines do not encapsulate the story, and there are many content errors in spelling, punctuation, grammar, style or missing/extra words.

Online: awarded for stories/features containing one or more major inaccuracies which would require correction and/or apology, or are written so badly that they cannot be understood without reference back to the candidate. Shows no originality or initiative and little or no understanding of what is required. Opportunities provided by the online format have been ignored. Legal, regulatory and ethical matters have been badly dealt with and/or ignored

Broadcast: awarded for stories/features containing one or more major inaccuracies which would require correction and/or apology, or are written so badly that they cannot be understood without reference back to the candidate. Shows no originality, initiative or understanding of what is required. The report shows little or no evidence of 'viewability' and is not creative. Opportunities provided by the format have been ignored. Legal, regulatory and ethical matters have been badly dealt with and/or ignored.

Marking the content

The following are the assessment criteria for each set of marks covering all core and specialist skills for each sector as described in the standard for a junior journalist:

5 Excellent

The apprentice has an excellent knowledge and understanding which they demonstrate in practical work to achieve the core and specialist skills as described in the standard for a junior journalist. The apprentice demonstrates excellent knowledge and understanding of professional methods when meeting the standard.

4 Good

The apprentice has a good knowledge and understanding which they demonstrate in practical work to achieve the core and specialist skills as described in the standard for a junior journalist. The apprentice demonstrates good knowledge and understanding of professional methods when meeting the standard.

3 Satisfactory

The apprentice has a satisfactory knowledge and understanding which they demonstrate in practical work to achieve the core and specialist skills as described in the standard for a junior journalist. The apprentice demonstrates satisfactory knowledge and understanding of professional methods when meeting the standard.

2 Limited

The apprentice has a limited knowledge and understanding which they demonstrate in practical work to achieve the core and specialist skills as described in the standard for a junior journalist. The apprentice demonstrates limited knowledge and understanding of professional methods when meeting the standard.

1 Poor

The apprentice has a poor knowledge and understanding which they demonstrate in practical work to achieve the core and specialist skills as described in the standard for a junior journalist. The apprentice demonstrates poor knowledge and understanding of professional methods when meeting the standard.

0 Fail

The apprentice has not demonstrated a knowledge and understanding in practical work to achieve the core and specialist skills as described in the standard for a junior journalist. The apprentice does not demonstrate knowledge and understanding of professional methods when meeting the standard.

The following criteria are set to mark work submitted on different platforms.

| Generic assessment criteria | 5 | 4 | 3 | 2 | 1 | 0 |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. Structure | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Use of language | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Content | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Grammar and punctuation | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Accuracy | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Use of social media | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Effectiveness for target audience and brand | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. Research | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. Interviews | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. Illustrative content | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. Use of data | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12. Application and understanding of regulation | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 13. Ethical considerations | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 14. Presentation | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15. Legal issues | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 16. Effective use of platforms | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 17. Effective introduction | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 18. Effective use of speech/quotes | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

The following criteria are set to meet the additional specialist skills:

| | | | | | | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Specific assessment criteria for print and associated digital platforms | 5 | 4 | 3 | 2 | 1 | 0 |
| 19. Headline writing | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20. Take photographs suitable for publication | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Specific assessment criteria for TV/radio and associated digital platforms | 5 | 4 | 3 | 2 | 1 | 0 |
| 19. Technical competence | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20. Use of broadcast terminology | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Specific assessment criteria for public relations and corporate communications | 5 | 4 | 3 | 2 | 1 | 0 |
| 19. Explanation of process for specific purposes | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20. Understanding outputs and outcomes | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Process

Projects will be marked by experienced, independent examiners, trained by the NCTJ and who are, or have been, senior journalists. They will be subject to rigorous quality assurance procedures to ensure reliability of assessment, validity of results and consistency of standards over time.

Project statement

The statement provides an overview of the project to assist the marker when making judgments against the assessment criteria. All projects must be accompanied by a statement from the apprentice setting out the rationale for the topic, any legal, regulatory or ethical issues that were encountered and how they were dealt with, and a reflective review of their learning during the apprenticeship. Markers will review the statements alongside the projects.

Weighting of marks for the end-point assessments

There are 100 marks available for the work-related project and 100 marks available for qualities.

The work-related project is worth up to 40 per cent of the overall apprenticeship mark:

- up to 5 marks are awarded for each category
- the final mark will be divided by 5 and multiplied by 2 to reach an overall percentage

Qualities are worth up to 10 per cent of the overall apprenticeship mark:

- up to 10 marks are awarded for each quality
- the final mark will be divided by 10 to reach an overall percentage

NCTJ Level 3 Diploma in Journalism

(The assessments for this qualification will take place prior to the end-point assessment. Apprentices must complete the diploma to progress through the gateway to the end-point assessment)

This is worth 50 per cent of the total apprenticeship marks.

Apprenticeship overall grades

This apprenticeship is graded and an apprentice must achieve the following to gain a certificate of completion:

- Pass (50 to 59 per cent of the total apprenticeship marks available)
- Merit (60 to 69 per cent of the total apprenticeship marks available)
- Distinction (70 per cent and above of the total apprenticeship marks available).

Pass

The apprentice has achieved an overall mark of between 50 and 59 per cent gained from the results of the Diploma in Journalism, the end-point assessment and the assessment of behaviours and qualities.

In achieving a pass, the apprentice has met all the core learning outcomes specified by the apprenticeship standard, plus the learning outcomes specified for the sector of the industry within which the apprentice works.

Merit

The apprentice has achieved an overall mark of between 60 and 69 per cent gained from the results of the Diploma in Journalism, the end-point assessment and the assessment of behaviours and qualities.

In achieving a merit, the apprentice has met all the core learning outcomes specified by the apprenticeship standard, plus the learning outcomes specified for the sector of the industry within which the apprentice works. In addition, the apprentice has demonstrated a good, consistent understanding of the knowledge and skills needed in the workplace. The candidate has demonstrated good knowledge and understanding of professional methods when meeting learning outcomes:

- Demonstrated good news judgment and written and produced good, tight material and has understood how to tailor news priorities for different audiences.
- Good knowledge of law, ethics and regulation with a good ability to apply them to real-life situations.
- The quality of the journalism in the apprentice's end-point assessment is that it was (or could have been) published with only minor amendments by senior staff.

Distinction

The apprentice has achieved an overall mark of 70 per cent or above gained from the results of the Diploma in Journalism, the end-point assessment and the assessment of behaviours and qualities.

In achieving a distinction, the apprentice has met all the core learning outcomes specified by the apprenticeship standard, plus the learning outcomes specified for the sector of the industry within which the apprentice works. In addition, the apprentice has demonstrated an excellent understanding of the knowledge and skills needed in the workplace. The candidate has demonstrated an excellent knowledge and understanding of professional methods when meeting the learning outcomes:

- Demonstrated an excellent news judgment and written and produced excellent, tight material and has understood how to tailor news priorities for different audiences.
- Excellent knowledge demonstrating a depth and breadth of law, ethics and regulation with an excellent ability to apply them to real-life situations.

The quality of the journalism in the apprentice's end-point assessment is that it was (or could have been) published with only no amendments by senior staff. The work would have potential to influence how the apprentice's employer covers future events.

Appendix 8

CHECKLIST FOR APPRENTICES

Before submitting your work-related project for assessment, please ensure you have done the following:

- Completed the Diploma in Journalism qualification which is a mandatory requirement before you may submit a project plan for approval.
- Submitted your project plan to the NCTJ, including your diploma exam results, which must be agreed with your employer/training provider and approved by the NCTJ
- Ensured that all original work for your project is collated into one file and includes any required links. You **MUST** ensure that all links will work when your project is being assessed. **Please note that any submission where any original work is missing or links cannot be found will result in the entire project being failed.**
- Where applicable, you have submitted any supporting evidence to accompany your original work
- Completed a project statement form which includes:
 - a rationale of approximately 400 words
 - a list of sources used including contact details of any interviewees
 - information about any legal, regulatory and ethical considerations
 - a reflective review of your whole apprenticeship experience of approximately 1000 words
- Completed the qualities/behaviours assessment with your employer/training provider and agreed and signed the assessment form to be submitted with your project

