

Level 6 NQJ – e-logbook categories for community journalists

<p>1. News story 1 – must include interviews with at least two different people</p>
<p>Key task info: This will be an important news story for your readers. The submission must include interviews with at least two different people. The interviews can be completed either face-to-face, by telephone or any web-based platform.</p>
<p>2. News story 2 – must include interviews with at least two different people</p>
<p>Key task info: This will be an important news story for your readers. The submission must include interviews with at least two different people. The interviews can be completed either face-to-face, by telephone or any web-based platform. The subject matter for News story 2 should be totally different from that in the first submission. For example, if News story 1 is an emergency services story; News story 2 must NOT have a '999' element. This could include a news 'backgrounder', feature or piece of analysis.</p>
<p>3. Handling data</p>
<p>Key task info: This submission must be more than just reporting the numbers. A data set(s) should be investigated and examined to find a previously untold story that directly affects your community. The final submission should take complicated data and turn it into an engaging story, told in an easy-to-understand way. Analysis and infographics produced by the candidate will also be expected as part of this submission.</p>
<p>4. Use of social media demonstrating news gathering and audience relationships – two submissions required</p>
<p>Key task info: Candidates will be expected to put forward two separate and unrelated examples of their use of social media. Both examples will demonstrate how a wide range of social media has been used to gather news and establish a working relationship with your audience. This is more than a series of social media posts. The final submission should include a) the published stories, (b) coherent examples of social media posts used to find, research and promote the chosen stories and (c) an 'explainer', detailing the stories, why certain forms of social media were used, the actual responses from the audience, along with an analysis of the readership data from each of the social media posts.</p>
<p>5. Visual journalism</p>
<p>Key task info: Video, still photographs, galleries, maps, interactive 'explainers'; in fact, any way you wish to visually tell a story. Words should be no more than captions and headers or subtitles. The story must be told visually and not rely on words to get the message across. You may use words as part of the video to open up the topic. The material used must be the candidate's own work. This submission should be supported by an analysis of the relevant data which drove the decision-making process, both in terms of subject matter and platform used to tell the story.</p>

6. My community in profile

Key task info:

This should be written as a piece of journalism – a profile feature. It should be fully researched with the final piece(s) of work demonstrating the candidate understands their community and what makes it 'tick'. A number of key 'movers and shakers' should be identified with 'mini-profiles' explaining who they are and what makes them important. Data about the community should be found and used as part of this task. Candidates should also consider how social media impacts the community.

7. How my journalism made a difference

Key task info:

The candidate needs to show how their work has made a difference to the community they serve. They should include background information for the issue(s) tackled, content they produced online and/or print, plus social media which helped research information and publicise the outcomes. Evidence of how the candidate's work has made a difference should be included as part of the final submission. Information gained from analytics programs will be part of this submission; e.g. website online visitor numbers, engagement with similar data taken from social media.

8. Building my audience

Key task info:

This submission should demonstrate how you have engaged and worked with people to help establish, shape, or reinforce your community by way, for example, of a campaign, helping to achieve a 'goal', an investigation, or establishing a new way of story-telling that reaches a wider audience. This submission should focus on the stories which helped build the audience, with accompanying commentary. The submission will need figures as one measure of success, including how the number of stories resulting from the candidate's work has increased from these under-reported communities.

9. Trainee's choice

Key task info:

An opportunity to showcase a piece of work of which you are particularly proud. An exclusive, an investigation or a multimedia feature of many strands would fit the bill.

10. Reflective statement on training period – minimum 1000 words, maximum 1,500 words

Key task info:

This will be a record of your training and progress and should address the key issues of your learning:

What have I learned?

What went well or not so well?

What could have been better?

What is my analysis of these events?

What changes have I made as a result of these events?

Marks available

There will be 200 marks available for the e-logbook.

The pass mark is 120 marks – 60 per cent.

20 marks are available per category. Categories with two submissions will be awarded up to 10 marks per submission.

Assessment categories

Marks will be awarded for the following:

- Use of English – a high standard must be maintained throughout the whole exam; not just any specific writing exercise. Candidates will be marked down for poor use of English
- Accuracy – a high standard of accuracy is expected in what will be a complex and changing story
- Structure – markers will look for a high level of detail, told in a way that will grab and keep people's attention. Decisions about content will also be judged
- Content – Sound choices should be made on content in terms of both what is included and what is not
- Headline writing – headlines (if called for) will be for online and judged against usual industry standards
- Use of social media – posts should be accurate with a good standard of English. Sometimes the platform will be specified; on other occasions the candidate will be asked to make choices, appropriate to the scenario and their media sector
- Platform strengths and weaknesses – candidates will be expected to capitalise on the strengths of platforms they use (or, in some circumstances choose to use)
- Technical considerations – this may deal with the choice/deployment of equipment
- Legal/ethical issues – it may be necessary to ensure the legality of material provided and whether it should be published/broadcast. Similarly, there may be ethical/regulatory issues to work through