

**SKILLS FRAMEWORK FOR MEDIA  
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

<b>TSC Category</b>	Journalism					
<b>TSC Title</b>	News Story Development					
<b>TSC Description</b>	Produce news to keep the public informed, educated and entertained on global and local issues, cultures and trends					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
			<b>MED-JLM-3004-1.1</b>	<b>MED-JLM-4004-1.1</b>	<b>MED-JLM-5004-1.1</b>	<b>MED-JLM-6004-1.1</b>
			Write news stories which require reports of related facts and opinions	Formulate fresh story angles building on data and opinions from various credible sources	Curate newsworthy beats and news delivery platforms that engage target audience segments	Spearhead the development of content creation and delivery strategies to increase reach to target audience segments
<b>Knowledge</b>			<ul style="list-style-type: none"> <li>Types of news stories that are reported</li> <li>Roles of short and long form journalism in the media landscape</li> <li>Fundamentals of writing for types of news stories</li> <li>News writing processes</li> <li>Journalism-style writing techniques</li> <li>Relevant editorial standards</li> <li>Image capturing tools</li> <li>Relevant media regulations</li> <li>Local issues and trends</li> </ul>	<ul style="list-style-type: none"> <li>Reporting structures appropriate for various platforms</li> <li>Techniques to develop complex story structures and styles</li> <li>Reporting elements in news stories</li> <li>Types of presentation and writing techniques reporting mediums</li> <li>Relevant editorial standards</li> <li>Relevant research ethics</li> <li>Relevant media regulations</li> <li>Forms of copyright infringements</li> </ul>	<ul style="list-style-type: none"> <li>Factors that influence viewership of news bulletins</li> <li>Methodologies of story weighting</li> <li>Factors that influences the editorial value of news</li> <li>Innovative approaches for reporting news</li> <li>Technologies that enhance content delivery</li> <li>Global and local issues, cultures and trends</li> <li>Procedures for copyright clearances</li> </ul>	<ul style="list-style-type: none"> <li>Best practices in the areas of content curation and presentations</li> <li>Behavioural and learning needs and trends among target audience segments</li> <li>Impact of new media technologies on businesses and human behaviour</li> <li>Global and local issues, cultures and trends</li> <li>Strategic considerations beyond short-term profitability</li> </ul>
<b>Abilities</b>			<ul style="list-style-type: none"> <li>Structure news stories to create alignment to reporting requirements for various news formats</li> <li>Detail news stories to capture story angles of interest to the public</li> <li>Incorporate appropriate data and quotes from information sources to</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate evidence captured in various news sources to make editorial judgements aligned with reporting ethics and legal requirements</li> <li>Develop objective news by incorporating various perspectives</li> <li>Provide feedback and guidance on writing</li> </ul>	<ul style="list-style-type: none"> <li>Lead content curation efforts to identify relevant beats that will maximise the reach and effectiveness of engagement initiatives</li> <li>Assess current trends to generate newsworthy beats that appeal to target audience segments</li> </ul>	<ul style="list-style-type: none"> <li>Set the direction for content development in all formats to support overall strategic plans</li> <li>Drive the development of content beats to reflect current issues, culture and trends</li> <li>Oversee the development of content curation and beats to</li> </ul>

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			<p>improve credibility of news stories</p> <ul style="list-style-type: none"> <li>• Incorporate appropriate visuals to improve readability of content and enhance storytelling</li> <li>• Analyse audience feedback to incorporate their viewpoints in news stories</li> </ul>	<p>structures and styles to junior colleagues</p> <ul style="list-style-type: none"> <li>• Provide guidance to junior colleagues on the appropriate use of visuals images and videos to enhance news story-telling</li> <li>• Re-purpose news stories for multiple platforms to provide a wider coverage</li> <li>• Invite public interaction through various media to solicit information to guide editorial judgements</li> <li>• Highlight potential issues that may infringe legal and copyrights requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Assign resources to cover relevant beats</li> <li>• Identify appropriate beats to support content strategies</li> <li>• Evaluate the value and newsworthiness of selected stories within the beats</li> <li>• Conceptualise story angles to attract the interest of target audience segments</li> <li>• Customise reporting styles and structures to create content that appeals to target audience segments</li> <li>• Collaborate with internal teams to resolve copyright issues</li> </ul>	<p>maximise reach and engagement initiatives</p> <ul style="list-style-type: none"> <li>• Conceptualise new and innovative content delivery formats by collaborating with various stakeholders</li> </ul>
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