

Title	Plan and conduct interviews for a news story or a feature for publication or broadcast		
Level	2	Credits	4

Purpose	<p>This unit standard is at an introductory level and is for students who may be interested in pursuing a career in journalism.</p> <p>People credited with this unit standard are able to: plan and carry out a vox pop interview on a specified topical issue; plan and secure face-to-face interviews for news stories or features; and conduct and record a face-to-face interview for a news story or a feature.</p>
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Classification	Journalism > Preliminary Journalism Skills
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Available grade	Achieved
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Entry information	
Recommended skills and knowledge	Unit 27610, <i>Demonstrate basic understanding of news stories and the role of journalists.</i>

Explanatory notes

- 1 This unit standard is for use at an introductory level, not as part of a professional journalism course.
- 2 **Assessment**
Evidence is required that all interviews have been recorded in longhand or shorthand, or on audio or videotape, or digitally.
- 3 **Definitions**
 - *a feature* (also known as a feature article or news backgrounder) refers to a story that does not necessarily break news, but takes an in-depth look at a subject. It offers a broader perspective of a news event or issue, or profile of a person in the news or who is important to a community;
 - *news stories* refer to timely and succinct accounts of unfolding events of public interest and may include but are not limited to – current events, sports, arts, food, fashion, travel, news profiles;
 - *vox pop* or *vox populi* (the voice of the people) refers to an interview where a number of people are asked the same question and their responses recorded.

Outcomes and evidence requirements

Outcome 1

Plan and carry out a vox pop interview on an identified topical issue.

Range evidence is required for one vox pop interview showing a minimum of five responses.

Evidence requirements

- 1.1 A topical issue is identified and people are questioned on the issue on the street or in a public place.
- 1.2 Responses are recorded in accordance with training establishment practices.

Outcome 2

Plan and secure face-to-face interviews for news stories or features.

Range evidence is required for two interviews.

Evidence requirements

- 2.1 Purpose and focus of the news stories or features are identified and interviewees able to meet the purpose of the stories or features are identified and selected.
- 2.2 Information is gathered for the preparation of interview questions designed to develop the news stories or features in detail.

Range includes but is not limited to – who, what, why, when, where, significance of interviewee, balance.
- 2.3 Interviewees are informed of name of interviewer and purpose of interview.
- 2.4 Written consent to conduct and record an interview is obtained from the interviewees.

Outcome 3

Conduct and record a face-to-face interview for a news story or a feature.

Evidence requirements

3.1 Interview is conducted and recorded, ensuring that information required to write the news story or feature is obtained.

Range includes but is not limited to – use of open and closed questions to obtaining usable quotes, checking accuracy and understanding, maintaining rapport, questioning and listening techniques produce facts and recognise need for further questions.

Replacement information	This unit standard replaced unit standard 10819.
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Planned review date	31 December 2016
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	19 January 2012	N/A

Consent and Moderation Requirements (CMR) reference	0002
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Please note

Providers must be granted consent to assess against standards (accredited) by NZQA, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be granted consent to assess against standards by NZQA before they can register credits from assessment against unit standards.

Providers and Industry Training Organisations, which have been granted consent and which are assessing against unit standards must engage with the moderation system that applies to those standards.

Requirements for consent to assess and an outline of the moderation system that applies to this standard are outlined in the Consent and Moderation Requirements (CMR). The CMR also includes useful information about special requirements for organisations wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

Comments on this unit standard

Please contact Competenz info@competenz.org.nz if you wish to suggest changes to the content of this unit standard.