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Llywodraeth Cymru
Welsh Government

0803 Welsh Apprenticeship Pathway

in

Journalism

The content of this Pathway has been agreed by ScreenSkills. This is the only Apprenticeship Pathway in the Culture, Design and Media sector approved for use in Wales that is eligible for Welsh Government funding.

More Information can be obtained from:

FEAD DfES • Ty Afon
Bedwas Rd • Bedwas
Cf838WT

DfES-ApprenticeshipUnit@gov.wales
Gwefan • website: www.llyw.cymru
www.gov.wales

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LEARNING PROGRAMME CONTENT

The Learning Programme provision shall comprise of three mandatory elements:

- Qualification
- Essential Skills
- On/off the job training

The total minimum credit value required for the Level 5 in Journalism is 82 credits.

ENTRY REQUIREMENTS

There are no formal entry requirements for the apprenticeship in Journalism, however new entrants need to have a strong commitment to be a journalist. They must be able to use the language effectively to express themselves both in the spoken and written word. Employers are looking for flexibility from hard-working staff who have a real passion for wanting to "tell the news".

A fundamental condition of entry to this apprenticeship is the employers' and training providers' belief in the candidate's ability to learn and develop their skills while demonstrating at all times a commitment to the job.

Candidates wanting to become an apprentice may be asked to show evidence of their skills and knowledge through, for example, work experience, their own self-published blog or work published in a not-for-profit publication or by a commercial broadcaster or publisher. Some employers will ask candidates to complete an aptitude test.

This apprenticeship is open to new entrants from 1/8/2022.

Apprentices who have completed the Level 3 Junior Journalist Apprenticeship are not eligible for this Pathway.

Based on the skills employers need, there is no formal requirement for Essential Skills Wales Digital Literacy for apprentices to fulfil their role. However, IT and digital skills are important and some employers may make them part of the entry qualifications.

IT/digital platforms and programs are often bespoke to an individual employer.

A general introduction to IT and digital publishing is gained through study and practice by the apprentice when studying for Combined Qualification A1.

In addition, apprentices 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 accept unsocial hours
- Welsh language skills may be required by some employers, or for some specific jobs.

APPRENTICESHIP PATHWAY LEARNING PROGRAMME

Level 5: Journalism

Qualifications

Participants must achieve the following combined qualification below.

A1 Level 5 Diploma in Journalism					
Awarding Body	Qualification No.	Credit Value	Total Qualification Time	Competence / Knowledge / Combined	Qualification Assessment Language(s)
NCTJ	C00/441/48	82	820	Combined	English Only

Essential Skills Wales (ESW)

Essential Skills Wales qualifications assessment languages are English-Welsh

Level 5: Journalism	Level	Minimum Credit Value
Communication	2	6
Application of Number	2	6
Digital Literacy	N/A	N/A

On/Off the Job Training

Pathway	Minimum On the Job Training Hours	Minimum Off the Job Training Hours
Level 5: Journalism	485	440

On/Off the Job Qualification details (Minimum Credit & Hours)

The minimum off-the-job training time is 440 hours made up as follows:

- 350 hours - Knowledge element of the Combined qualification (A1)
- 45 hours - Level 2 Application of number Essential Skills Wales
- 45 hours - Level 2 Communication Essential Skills Wales

The minimum on-the-job training time is 485 hours made up as follows:

- 470 hours minimum - competence element of the Combined qualification (A1)
- 15 hours minimum - non-accredited training activity; induction, mentoring, progress reviews, pastoral care.

The industry would expect the Level 5 Apprenticeship to take 18 months to complete.

On/Off the Job Essential Skills details (Minimum Credit & Hours)

- 6 credits / 45 GLH Level 2 Essential Skills Wales Communication
- 6 credits / 45 GLH Level 2 Essential Skills Wales Application of Number

OTHER ADDITIONAL REQUIREMENTS

N/A

JOB ROLES

The latest version of the job roles and job descriptions for this Pathway can be found [here](https://www.nctj.com/life-as-a-journalist/)

Level 5 Job Role

Journalist - Finding, researching and telling stories on various platforms including for online, broadcast and in print. Journalists are expected to be multiskilled and multimedia.

PROGRESSION

Level 5: Journalism

Progression routes into the pathway:

There are no formal requirements for entry to this framework, although there are a number of qualifications that would provide useful preparation for this apprenticeship, and therefore support progression into the apprenticeship. Applicants may come from a range of routes including:

- Successful completion of the Level 3 Apprenticeship in Screen and Creative Media
- Qualifications in the Welsh Baccalaureate.
- Completion of, or units from, the NCTJ Level 3 Certificate in Foundation Journalism qualification
- Academic qualifications such as GCSEs or A levels or higher level qualification
- Relevant work or work experience
- Candidates currently employed in the industry but seeking a career change or up-skilling.

Progression routes out of the pathway:

On completion of the Apprenticeship, apprentices will continue to work as a journalist in their current job role, and can expect to spend time consolidating and practising their skills before

progressing in their career. The level of responsibility will vary, according to individual employers and the apprentice's abilities.

Progression, after time, could be to junior managerial positions, while still combining journalism duties, or as specialists. Editors are generally drawn from candidates who have made their way in the industry after starting as journalists.

Completion of the Apprenticeship supports progression to higher level job roles such as a Senior Journalist.

Apprentices may also progress onto further study including:

- the NCTJ Level 6 National Qualification in Journalism (NQJ)
- BA Honours Degrees and Masters.

EQUALITY & DIVERSITY

It is important that apprenticeship Pathways are inclusive and can demonstrate an active approach to identifying and removing barriers to entry and progression. Pathways should advance equality of opportunity between persons who share protected characteristics and those persons who do not as identified in the Equality Act 2010.

The Protected characteristics identified in the Equality Act are age, disability, gender re-assignment, race, religion or belief, sex, sexual orientation, pregnancy and maternity. Marriage and civil partnership is also included although only in respect of the requirement to eliminate discrimination in employment.

Training providers and employers must also comply with the other duty under the Equality Act 2010 to ensure that applicants are not discriminated against in terms of entry to the industry based upon those nine protected characteristics.

The Welsh Creative Media Industries both serve and draw on the talents and skills of a diverse population. The diversity consists of visible and non-visible differences. It is the harnessing of these differences which results in globally successful, creative and productive industries.

80,000 people are working in the creative industries in Wales (as employees and freelancers). 98% of companies in the creative industries in Wales are small, employing less than 50 people. 8,000 enterprises are active in Wales' creative industries.

500 new enterprises enter the creative industries in Wales every year, making it one of the fastest growing sectors in Wales. 80% of creative industries activities are concentrated in South Wales - with Cardiff at its core. 15% of all enterprises in Cardiff are in the creative industries, well above the UK average of 11%.¹

Journalism employment compared to all UK employment

The NCTJ recent research report² data below compares characteristics of all in employment in the UK with those of journalists. Relating more specifically to diversity, the data shows:

- sex: the proportion of journalists who are women is broadly similar to the proportion of women working across all the economy (47% compared to 48%). The proportion of women

¹ Sources CLWSTWR CREATIVE INDUSTRIES REPORT NO 1 THE SIZE AND COMPOSITION OF THE CREATIVE INDUSTRIES IN WALES May 2020
https://clwstwr.org.uk/sites/default/files/2020-05/Creative%20Industries%20Report%20No%201_Final_compressed.pdf

² Diversity in Journalism Report NCTJ May 2022
<https://www.nctj.com/publications/diversity-in-journalism-2022/>

in senior journalism roles (SOC 2491) is actually higher (at 49%) than in the more junior roles (46%);

- age: the age distribution of journalists is broadly similar to that of all in employment. About one in ten are under the age of 25 (11% of all-employment, 9% of journalists), and around a third are aged 50 and over (32% of all in employment, 35% of journalists).
- ethnicity: 87% of journalists come from white ethnic groups, the same proportion as across all UK workers (87%).
- nationality: 91% of journalists were born in the UK, with 5% from the EU27 and 4% from the rest of the world.
- health and disability: 19% of journalists report having a work-limiting health problem or disability, slightly higher than the level for all UK workers (17%).

The apprenticeship pathway aims to:

- provide an alternative non-graduate entry route into Journalism and the Creative Media Industries;
- increase the diversity of the workforce to greater reflect wider society;
- increase the apprenticeship opportunities for Journalism and the wider Creative Media Industries.

Equality and diversity needs to be continuously supported and valued within the skills agenda across the Creative Media Industries.

The Journalism pathway is being used as a mechanism to attract a more diverse pool of talent, and its flexibility and structure should provide choice for apprentices with a range of interests and backgrounds.

ScreenSkills and the NCTJ are passionate about promoting diversity and will be seeking and sharing good practice across delivery partners, in order to highlight positive examples of marketing and communication materials, and other strategies and activities used to break down the barriers to entry and ensure a more diverse talent base.

EMPLOYMENT RESPONSIBILITIES AND RIGHTS (ERR)

Employment Responsibilities and Rights (ERR) is no longer compulsory. But it is recommended that all apprentices (especially the 16 years -18-year group) receive a company induction programme.

RESPONSIBILITIES

It is the responsibility of the Training Provider and Employer to ensure that the requirements of this pathway are delivered in accordance with the Welsh Government Apprenticeships Guidance.

Further information may be obtained from:

Welsh Government
DfES-ApprenticeshipUnit@gov.wales

Annex 1

Level 5: Journalism

Relationship between competence and knowledge qualifications.

The combined qualification includes both competence and knowledge units.

The split between knowledge and competence credits achieved will vary from learner to learner, depending on the optional units chosen.

A minimum of 20 credits of knowledge and a minimum of 27 credits of competence will be achieved from undertaking the mandatory units to meet SASW credit requirements.

Mandatory units		Credits	Unit reference
Level 5	Essential journalism	22 credits	L/618/3836
Level 5	Essential journalism ethics and regulation	3 credits	Y/618/3841
Level 5	Essential Journalism e-portfolio	12 credits	R/618/3837
Level 5	Essential media law and regulation	10 credits	D/618/3839

The remaining credits relating to knowledge and competence will be acquired from a selection of elective skills modules, chosen by the apprentice, in conjunction with the employer and provider. Those modules are:

Optional elective units

Level 5	Shorthand for journalists	14 credits	H/618/3843
Level 5	Public affairs for journalists	7 credits	A/618/3847
Level 5	Media law court reporting	7 credits	F/618/3848
Level 5	Editing skills for journalists	7 credits	A/618/3850
Level 5	Videojournalism for digital platforms	7 credits	K/618/3861
Level 5	Business of magazines	7 credits	M/618/3862
Level 5	Sports journalism	7 credits	F/618/3851
Level 5	*Broadcast journalism	11 credits	A/618/3864
Level 5	Business and finance journalism	7 credits	T/618/3863
Level 5	Photography for journalists	7 credits	J/618/3866
Level 5	PR and communications for journalists	14 credits	F/618/3865
Level 5	Practical magazine journalism	14 credits	R/618/3868

Level 5	*Radio journalism	4 credits	Y/618/3869
Level 5	*TV journalism	4 credits	L/618/3870
Level 5	Introduction to public relations for journalists	7 credits	L/618/3867
Level 5	Data journalism	7 credits	R/618/3871
Level 5	Journalism for a digital audience	7 credits	Y/618/3872
Level 5	Broadcast regulation	3 credits	R/618/8357

*If you study broadcast journalism, TV journalism or radio journalism as elective options, you must also study the broadcast regulation elective option as mandatory.

The qualification units are based on the National Occupational Standards for Journalism 2019.