

Higher National Unit Specification

General information for centres

Unit title: Radio Music Programme Production

Unit code: DM19 34

Unit purpose: The purpose of this unit is to provide candidates with the opportunity to produce and present a music programme to broadcast standard, and to understand administrative and policy requirements of music programming.

On completion of this unit the candidate will be able to:

- 1 Produce and present a music programme.
- 2 Implement administrative and policy requirements of music programming.

Credit points and level: 1 HN Credit at SCQF level 7: (8 SCQF credit points at SCQF level 7*)

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Recommended prior knowledge and skills: Access to this Unit is at the discretion of the Centre. However, it is recommended that candidates should have some prior knowledge and/or skills in music programmes in a hospital radio setting, or have achieved NC media units such as Radio: Making a programme 1 and 2.

Core skills: There may be opportunities to gather evidence towards core skills in this Unit, although there is no automatic certification of core skills or core skills components.

Context for delivery: If this Unit is delivered as part of a group award, it is recommended that it should be taught and assessed within the subject area of the group award to which it contributes. This unit is a natural progression for candidates who have developed basic music programming skills associated with the mandatory unit Radio Presentation, part of the HNC Creative Industries: Radio Broadcasting framework.

Assessment: This unit is assessed by means of the production and presentation of a music programme, containing all the knowledge and/or skills elements of Outcome 1, and a written assignment for Outcome 2 which describes the administrative and policy requirements of music programming.

For Outcome 1, course tutors should use an assessor's checklist, based on the national standards for the Outcome, to ensure that the candidate's production and presentation skills are clearly authenticated.

Higher National Unit specification: statement of standards

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The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Produce and present a music programme

Knowledge and/or skills

- ◆ Understanding of the needs of the target audience
- ◆ How to compile a running order appropriate to the style of show being presented
- ◆ How to present a programme “as if live”
- ◆ How to deal with any unexpected problems and meet deadlines
- ◆ Knowledge of technical resources for programme recording

Evidence requirements

Candidates will need evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ produce a conventional running order according to standard layout which is appropriate to the programme audience and purpose and type of radio station
- ◆ present and record a music show of at least 45 minutes and up to one hour duration in an appropriate format
- ◆ produce a production file containing supporting documentation as required for the production

Candidates must produce a “pitch” for a specified type or style of music programme. The pitch should be at least 100 words in length and include a description of the target audience and projected time of transmission.

A key part of the assessment evidence for this Outcome will be the candidate’s production file, which should contain a log of any commercials used, copyright information for at least five pieces of music used, music log sheet.

An assessor’s checklist must be used to record all the required assessment information.

Higher National Unit specification: statement of standards (cont)

Unit title: Radio Music Programme Production

The music log sheet for outcome 1 should provide PRS details such as artists, songwriters, label etc and candidates presenting a music show for an independent station should sign a commercial log to indicate that all commercials were played.

Assessment guidelines

Candidates should be encouraged to produce and present a programme of professional standard. Since it is to be presented “as if live”, there should be no provision for editing once the show has begun. Should a problem occur e.g. a piece of music fail to play; the candidate will be expected to deal with the problem as if live on air. A 45 minute programme allows the candidate 15 minutes for line up time in the studio. However if time permits and it is agreed beforehand a candidate could be allowed to do a full one hour show.

Candidates should be required to state in their pitch what type of station might transmit their planned show i.e. BBC or commercial station. It should also include the projected time of transmission i.e. is it a weekday or weekend show and what time of day would it be transmitted. If the show is aimed at a peak time audience in an independent radio station then it should be presented in an appropriate manner and include commercial breaks. Candidates should be encouraged to balance their music sequencing in terms of flow, tempo, impact, openers, male/female singers; group and single acts etc. and be able to verbally explain such production decisions.

The running order should be typed and laid out in a conventional layout. If possible, exemplar running order material should be provided.

It is important that candidates are allowed to be spontaneous in their presentation. They do not have to supply a script for links etc but where supporting materials such as prompts, links, research, questions, competitions etc. have been drawn up, these should form part of the production file and be submitted for inclusion in the portfolio of evidence for the Unit.

Outcome 2

Implement administrative and policy requirements of music programming

Knowledge and/or skills

- ◆ Music and programming policy
- ◆ Legal factors affecting music presentation
- ◆ Automated scheduling

Higher National Unit specification: statement of standards (cont)

Unit title: Radio Music Programme Production

Evidence requirements

Candidates will need evidence to demonstrate their skills and/or knowledge by showing that they can:

- ◆ comprehensively explain music and programming policy in terms of purpose and audience
- ◆ accurately explain the legal factors affecting music presentation

Evidence can be presented in the following format:

- ◆ a written assignment which describes music and programming policy of at least one or more radio stations. The assignment should be at least 250 words in length
- ◆ a written assignment which describes the process of automated music scheduling. The assignment should be at least 200 words in length

Candidates should understand and be able to describe the legal factors and policies which apply to music programming. Legal factors should include aspects of the law of copyright, reference to PRS, MCPS and PPL; retention of programmes for complaint procedures etc.

Assessment guidelines

Candidates could include reference to leading brands of software and the basic principles which commonly underlie their operation in their assignment which describes automated music scheduling.

Administrative Information

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Higher National Unit specification: support notes

Unit title: Radio Music Programme Production

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this Unit

This unit would be especially useful to those who wish to train as music presenters. Candidates should be encouraged to understand that radio is a business and that stations are in competition with one another to attract audiences. For the BBC, funded by the licence fee, the aim is to entertain, inform, educate and connect. For commercial radio there is an added edge. It needs to attract advertising and sponsorship to survive and music shows have proved to be one of the most popular means for winning large audiences.

For outcome 1 there should be an understanding that it's not just the music that attracts an audience to a show but also the style of presentation, how well thought out the content is and the actual time of transmission. Local appeal can be important too and candidates should be encouraged to include information important to the community, e.g. local news, road traffic reports, local weather, etc. Other elements that may be appropriate are commercials; trails; jingles; stings and live or pre-recorded inserts. The programme could also be seen as part of a longer music show. It might for instance be the first, second or third hour of an afternoon show.

The candidate should be allowed to pitch for any kind of music show, e.g. chart; dance; indie; folk; country; Christmas or Valentine's day shows, etc.

Centres should encourage creativity in the planning of programmes not necessarily heard on the current radio scene. A pitch for a programme to go out in a niche market on DAB radio at some future date would be acceptable if the case is well argued in the programme pitch.

In the explanation of music and programming policy which forms the assessment for Outcome 2, candidates may offer a general understanding of such policies and make reference to several radio stations. Others may choose to explain the policy of one particular station. Candidates should be aware that independent stations operate within music formats which relate to their licence to broadcast.

Higher National Unit specification: support notes (cont)

Unit title: Radio Music Programme Production

Guidance on the delivery and assessment of this Unit

This unit is likely to be delivered as part of a group award. The core unit Radio Presentation will have introduced candidates to the basic requirements of music presentation. Radio Music Production is a further development, encouraging candidates to create a more sophisticated music show with an understanding of how it relates to the music and programming policies of a radio station. It is likely to be delivered towards the end of the award by which time candidates would be very familiar with recording studios and generally comfortable relating to music. It would be helpful to generate input from professional music presenters, especially those who are responsible for shaping and implementing the music policy of a radio station.

Open learning

This Unit could be delivered by distance learning. However, it would require planning by the centre to ensure sufficiency and authenticity of candidate evidence. Arrangements would have to be made to ensure that the assessments for the Outcomes were undertaken in suitable (professional radio studio) conditions.

Candidates with additional support needs

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Special Assessment Arrangements for Candidates with Additional Support Needs* (www.sqa.org.uk).

General information for candidates

Unit title: Radio Music Programme Production

This unit is designed to enable you to make a substantial music programme of broadcast standard. That means laying emphasis not just on your presentational skills, but how you shape and design a music show to include other important content e.g. commercials, trails, entertainment news etc.

The unit is also about understanding how radio stations define the music and programming policies which underpin the type of music they play and the audiences they target. You will learn how this shapes the programme schedule throughout week- days and at weekends.

Radio stations need a licence to broadcast and you will learn about some of the legal and regulatory obligations associated with that. You will carry out administrative procedures which accompany programme making such as completing copyright and commercial airtime forms.

You will be required to make a pitch for your music show and this should reflect your understanding of the broader context. The pitch should specify target audience, style of programme, time of broadcast etc and all be keenly allied to the type of station chosen for your music show.

You must explain the music and programming policy of a radio station or stations. To do this you can refer to a radio station of your choice or approach it in more neutral terms by explaining the main concepts which underlie music and programming policies. You should also be able to relate these concepts to your music show.

The music show you produce and present must be at least 45 minutes. You must record the show and type up a comprehensive running order. You don't have to write up any presentation links but if you do it would be useful to keep and submit them as part of a portfolio along with any other material you generate e.g. research; competition ideas; road reports etc.

Finally in not less than 200 words you must explain the complexities of automated music scheduling.