

Professional Development Award  
in  
Gaelic Media  
At SCQF Level 8

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Dioplòma  
anns  
Na Meadhanan Gàidhlig



## **Professional Development Award in Gaelic Media: Validation Proposal**

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## **1 Introduction**

### **Sabhal Mòr Ostaig**

Since its inception as a College of Further Education in 1983, Sabhal Mòr Ostaig (SMO) has been offering full-time, Gaelic-medium courses relevant to the specific socio-economic and cultural needs of the Gàidhealtachd and of the wider Gaelic community.

Currently, the College is approved to offer a number of advanced awards through the medium of Gaelic including Gaelic Language and Culture, Gaelic and Development, Gaelic and Media Studies and Gaelic and Traditional Music. In recognising the importance of new opportunities for learning, SMO is committed to expanding its provision of full-time and part-time training and to explore new modes of delivery, not only in the Gàidhealtachd but also further afield. From the outset, the College has gained a reputation for pioneering work related to Gaelic language and culture, to economic and development issues affecting the Gàidhealtachd and beyond and in its innovative use of new technologies. A great deal of the success of the College to date, and indeed its vision for the future, hinges on the support of, and co-operation with, the local community and other organisations and agencies within the Gàidhealtachd and further a-field.

As one of the partner colleges within the University of the Highlands and Islands (UHI), Sabhal Mòr Ostaig is well placed to develop its reputation as a National Centre of Excellence for Gaelic Language and culture, offering advanced courses appropriate to the needs of the constituency which it serves. The College's participation in UHI has resulted in strengthened links with other colleges and research institutions across the partnership. Further afield, the College has also developed important links with other institutions of Higher Education, particularly the University of Aberdeen, the University of the West of Scotland, Napier University and the Royal Scottish Academy for Music and Drama (RSAMD). Internationally, SMO has developed close links with the University College of Cape Breton, St. Francis Xavier University, the University of Prince Edward Island, University College Dublin, the University of Limerick and the National University of Ireland at Maynooth.

### **Media Training at Sabhal Mòr Ostaig**

Sabhal Mòr Ostaig became involved in broadcasting training in 1991, with the development of a one-year post qualification award, the Diploma in Gaelic Broadcasting, validated by SQA (then SCOTVEC). This programme was designed to offer the practical and creative skills required in television programme production. It was re-validated in 1994 as the Diploma in Gaelic Television, requiring students to undertake a full academic year at SMO, developing language skills in Gaelic and combining underpinning knowledge in culture and television theory with practical training in production and craft skills. A second year was spent on full-time attachment in the broadcasting industry.

In 1998, in order to address the requirements of the rapidly changing broadcast and communications environment and to train for the multi-functional digital age, a new Diploma in Television and Multimedia was validated, as SQA provision, for a period of five years.

In 2004 after consultation with broadcasters the Diploma was revalidated and renamed as the Professional Development Award (PDA) in Gaelic Media to accommodate the requirements of a fast growing Gaelic media sector.

MG ALBA was established shortly afterwards (operating name of Seirbheis na Meadhanan Gàidhlig - Gaelic Media Service) under the provisions of the Communications Act 2003, Sections 208-10, "to ensure that a wide and diverse range of high quality programmes in Gaelic are broadcast or otherwise transmitted so as to be available to persons in Scotland."

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In 2008 MG ALBA went into partnership with the BBC to create the first ever dedicated Gaelic digital channel BBC ALBA. BBC ALBA was launched on 19<sup>th</sup> September 2009, with the main launch events taking place in Edinburgh and at SMO. At the beginning of June 2011, after a long hard-fought campaign, BBC ALBA was made available on Freeview thus adding hugely to its viewing figures and the need for more diverse programming and programme makers.

Implicit in these developments is the need to produce Gaelic speaking personnel trained in the skills and techniques of the modern digital communications environment.

The current award has been highly successful with over 80% of those completing the programme progressing into employment within the media industry. Currently, over 70% are employed in the industry.

(Information on progression and employment of graduates is provided in Appendix B).

## **2 Rationale for the Award**

### **Success of the PDA in Gaelic Media**

The PDA in Gaelic Media, run since 2004 at Sabhal Mòr Ostaig by the Gaelic Television Training Trust and latterly by the College itself, is pre-eminent in its field; 100% of trainees have successfully completed the programme and, in the past five years alone, over 80% of those achieving the award have succeeded in gaining employment contracts within the media industry. No other media course in Scotland can boast equal success. However, it is recognised that continuing and accelerating change in broadcast and digital technology, as well as new training approaches, have necessitated a review of the programme.

The PDA in Gaelic Media is a nationally recognised award at SCQF level 8, validated through SQA and delivered through the medium of Gaelic by SMO in close collaboration with the media industry. This qualification continues to produce employees who are highly qualified and are crucial to the future success of the Gaelic media industry. The current programme was last validated in 2005 and now requires to be updated in line with the requirements of the media industry.

The Gaelic Digital Service, BBC Alba, was launched in September 2008 and went on air in September 2009. The establishment of this service has created a demand for personnel with a wide range of skills, who are highly creative as well as being technically competent. It is envisaged that this demand is likely to increase in future years and it is essential that graduates from this programme have the necessary skills to equip them for employment in this fast changing environment. Implicit in this development is the need to produce personnel trained in the skills and techniques of the modern digital communications environment.

There is now very much a need, as acknowledged by the Gaelic media sector and in a report on the Provision of Gaelic Media Training by Maggie Cunningham on behalf of MG Alba, for those involved in media to be trained to a higher level of Gaelic language fluency and cultural awareness. In order to develop these skills, the proposed revised programme includes units on Communication Skills in Gaelic, focusing on writing and speaking skills in a media context.

It is also recognised that there should be more focus on training in technical skills and production, enabling students to contribute to a wider range of programme genres. An important development, in response to the Gaelic media sector demand and to achieve the outcomes and level of skills required, is the year-long work-placement within the industry.

The proposed programme has been developed in close collaboration with the Media Industry, taking account of advice and evidence from a wide variety of sources. In developing the new course, account was taken of:

- discussions with industry representatives
- the needs of the Gaelic broadcasting industry
- employment prospects for those completing the award
- Skillset standards

### **Extend the Duration of the Course**

It is envisaged that an extended PDA of two year's duration would provide a stronger platform of knowledge and skills to successfully launch trainees into the industry. Nine months' project-based training at Sabhal Mòr Ostaig, followed by a year long industry placement will accommodate the requisite number of HN Credits (19) to complete the award. A restructured approach to training and placements, in conjunction with intensive monitoring of targets will produce a more focused trainee.

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The PDA in Gaelic Media is unique in Scotland. The redesigned PDA will be nationally recognised and so will be available for adoption by trainers and educators throughout Scotland.

### **Progression Pathways from the PDA**

Candidates who successfully complete the PDA in Gaelic Media will be qualified for direct entry to the Gaelic broadcast industry.

### **Course Development Team**

A Course Review and Development Team was set up to review the current programme and met on four occasions in Session 2010/11. This Group included representatives from the following organisations:

- BBC Scotland - Senior HR Manager;
- Independent Companies - freelance self shooting director, senior executive producer, media consultant, journalist and presenter;
- Sabhal Mòr Ostaig – Deputy Director of Studies and Course Leader.

It was agreed that existing SQA units, most of which were revised by CAVIC in 2004-05 and have been updated where necessary since then, would be appropriate for the course. It was agreed to maintain some of those in use and add several others in order to best equip the students with the necessary skills prior to embarking on an industry placement.

SMO facilities – (see attached studio specification)

- Single camera equipment:
- 2 x Sony Z5 camera recorders
- 6 x JVC HD memory card camera recorders
- Industry standard lighting and sound kits
- Designated media training room which houses 8 x MACs with FCP and Adobe Creative Suite.

### **3 Aims of the award**

Students will have the opportunity to develop the necessary media skills required for direct entry to the workplace while enhancing their language skills both at college and in the wider Gaelic community. The proposed award will benefit candidates by allowing them to develop a wide range of industry-specific knowledge and skills, whilst also developing transferable skills.

The aim of the proposed award is to produce graduates who will be fully equipped to shape the future of the industry. This programme will contribute to the delivery of the Scottish Government's strategy to develop the creative industries; support the further development of Gaelic Media and support the aims of the National Plan for Gaelic.

The aims of the PDA in Gaelic Media are to develop a set of core competencies for employability in the Gaelic media industry. It is expected that candidates, on completion of the programme, will be able to demonstrate:

#### **General**

The general aims of the PDA in Gaelic Media are to:

1. prepare students for employment in the Gaelic radio, television and multimedia industry
2. provide students with competencies which will enable them to engage in a range of programme and communication skills
3. develop professional programme production skills through making complete programmes in Gaelic
4. develop practical and creative programme production skills aspiring to professional standards
5. develop teamwork through co-operating with others in media and multimedia production
6. develop fluency in Gaelic, through College and workplace usage combined with good communication, networking and liaison skills
7. provide training in a media environment in preparation for direct entry to the industry.

#### **Specific**

The specific aims of the PDA in Gaelic Media are to produce a graduate who will be able to demonstrate:

1. skills in carrying out pre-production, production and post-production processes;
2. skills in oral and written communication with specific relevance to the needs of the broadcast industry;
3. an understanding of the Gàidhealtachd and the wider Gaelic community;
4. information technology skills across the range of radio, television and multimedia applications;
5. an understanding of editing, lighting, sound and camera techniques as applied to television and multimedia applications and an understanding of editing and sound techniques for radio production;
6. an understanding of research, writing and scripting techniques as applied to radio, television and multimedia programmes;
7. practical competences and market-place awareness relevant to the broadcast and multimedia industry.

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### **4 Access to the Award**

Applicants will be expected to have prior advanced qualifications such as a university degree, HNC or HND, though some may be selected without formal qualification. It will be highly beneficial for students to have previous qualifications in Gaelic, e.g. an Advanced Higher in Gaelic or SMO's *An Cùrsa Inntigidh* (Access to Gaelic Course) or the more advanced *An Cùrsa Adhartais/An Cùrsa Comais/Gàidhlig agus Conaltradh* (all at SCQF 7).

The award will be particularly suitable for students completing Sabhal Mòr Ostaig's BA /BA (Hons) in Gaelic and Media Studies.

Students are interviewed and selected, with competence in Gaelic assessed, and interest and suitability for a career in broadcasting taken into consideration when allocating places. Attendance on a Gaelic language induction course may be considered as a condition before final selection, with language competence being reassessed prior to an unconditional place being awarded.

Training resources and the nature of course delivery dictate that numbers have to be restricted to eight students each year. Entry to the course will be at the discretion of the centre.

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### 5 Structure of the award

The proposed award will consist of 13 HN Units, all mandatory, bearing a total of 19 credits. The approach is broad in nature with a view to encompassing the range of skills required in the modern Media industry. Students will complete the HN unit: *Work Placement and Preparation for Employment in the Gaelic Creative Industries* (two credits) whilst on placement, together with *Creative Project* and *European Media: Analysis and Investigation*.

The advent of multi-skilling, the diminishing gap between production and craft functions, and the necessity to acquire computer skills for all television and multimedia activity has influenced the recommendation to make all units mandatory in line with the anticipated needs of this fast-moving industry. The structure of the proposed PDA in Gaelic Media is as follows (all units mandatory):

*(Please note – some unit titles and codes have been updated since Validation and these updates have been denoted below:*

| Unit code                     | Unit title   | No of HN credits | No of SCQF Credits | SCQF Level |
|-------------------------------|--|------------------|--------------------|------------|
| F7PY34                        | <i>Communication in Gaelic: Advanced Operational Writing Skills</i>                    | 1                | 8                  | 7          |
| F7R234                        | <i>Communication in Gaelic: Advanced Operational Speaking Skills</i>                   | 1                | 8                  | 7          |
| H4A434<br>(Previously DM2234) | <i>Camera: An Introduction</i>   | 1                | 8                  | 7          |
| H4JD35<br>(Previously DM1035) | <i>Editing to a Director's Brief</i>   | 2                | 16                 | 8          |
| F45R35                        | <i>Television Scriptwriting: Factual Programmes</i>                                    | 2                | 16                 | 8          |
| F7PW34                        | <i>Journalism Skills: Introduction to Industry and Practice</i>                        | 1                | 8                  | 7          |
| DM2J34                        | <i>Television Planning and Production</i>  | 1                | 8                  | 7          |
| H4A835                        | <i>Content Development and Research (Replacing Television Research – F45P35)</i>       | 2                | 16                 | 8          |
| D7M234                        | <i>Radio Production 1: Analysing and Producing Radio Programmes</i>                    | 1                | 8                  | 7          |
| DF6035                        | <i>Internet: Web Development</i>   | 2                | 16                 | 8          |
| DJ1M35                        | <i>Work Placement and Preparation for Employment in the Gaelic Creative Industries</i> | 2                | 16                 | 8          |

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|                        |   |   |    |   |
|------------------------|---|---|----|---|
| DM0W34<br>Or<br>H4A234 | <i>Creative Project</i><br>Or<br><i>Creative Content Generation</i> | 2 | 16 | 7 |
| D7MD35                 | <i>European Media: Analysis and Investigation</i>                   | 1 | 8  | 8 |

Course content will be based on the production cycle process in radio, television and new media as outlined below.

### **The Market**

Ideas; development; researching; presentation, pitching and selling; audience; funding.

### **Pre-production**

Research; budgeting; planning; production management; contracts; copyright; legal; standards; health and safety.

### **Production**

Record; capture; single camera location; multi camera location; sound; lighting; team functions; production management; budget control; new media build and design; writing for the media.

### **Post-production**

Editing; accounting; marketing and distribution; scheduling; promotion; audience research.

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### How the Units Link to the Aims of the Award

| Unit title   | No of<br>HN<br>credits | No of<br>SCQF<br>Credits | SCQF<br>Level | Linked to Aims<br>General (G),<br>Specific (S)     |
|--|------------------------|--------------------------|---------------|--|
| <i>Communication in Gaelic: Advanced Operational Writing Skills</i>                    | 1                      | 8                        | 7             | G1, G2, G3, G4, G6, G7, S1, S2, S3, S6,            |
| <i>Communication in Gaelic: Advanced Operational Speaking Skills</i>                   | 1                      | 8                        | 7             | G1, G2, G3, G4, G5, G6, G7, S1, S2, S3, S6         |
| <i>Camera: An Introduction</i>   | 1                      | 8                        | 7             | G1, G2, G3, G4, G5, G7, S1, S5, S7                 |
| <i>Editing to a Directors Brief</i>  | 2                      | 16                       | 8             | G1, G2, G3, G4, G5, G7, S1, S5, S7                 |
| <i>Television Scriptwriting : Factual Programmes</i>                                   | 2                      | 16                       | 8             | G1, G2, G3, G4, G5, G6, G7, S1, S2, S6, S7         |
| <i>Journalism Skills: Introduction to Industry and Practice</i>                        | 1                      | 8                        | 7             | G1, G2, G3, G4, G5, G6, G7, S1, S2, S6, S7         |
| <i>Television Planning and Production</i>  | 1                      | 8                        | 7             | G1, G2, G3, G4, G5, G6, G7, S1, S2, S5, S6, S7     |
| <i>Content Development and Research (previously Television Research)</i>               | 2                      | 16                       | 8             | G1, G2, G3, G4, G5, G6, G7, S1, S2, S6, S7         |
| <i>Radio Production 1: Analysing and Producing Radio Programmes</i>                    | 1                      | 8                        | 7             | G1, G2, G3, G4, G5, G6, G7, S1, S2, S3, S5, S6, S7 |
| <i>Internet : Web Development</i>  | 2                      | 16                       | 8             | G1, G2, G4, G5, G7, S1, S4, S6, S7                 |
| <i>Work Placement and Preparation for Employment in the Gaelic Creative Industries</i> | 2                      | 16                       | 8             | All  |
| <i>Creative Project</i>  | 2                      | 16                       | 7             | All  |
| <i>European Media: Analysis and Investigation</i>                                      | 1                      | 8                        | 8             | G1, G2, G5, S3, S6, S7                             |

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### How the Units Link to the Skillset National Occupational Standards

| SQA Unit & Credit Value   | Outcomes  | Link(s) to NOS  |
|---|---|---|
| COMMUNICATION IN GAELIC: ADVANCED OPERATIONAL WRITING SKILLS (F7PY34) 1 HN CREDIT | Produce written language of a detailed and complex nature.  | Core skill underlying all NOS   |
| COMMUNICATION IN GAELIC: ADVANCED OPERATIONAL SPEAKING SKILLS (F7R234) 1HN CREDIT | Convey and exchange information orally using language of a detailed and complex nature.   | Core skill underlying all NOS   |
| CAMERA: AN INTRODUCTION (H4A434) 1HN CREDIT                                       | Rig and set the camera.<br>Operate the basic functions and setting of a camera.<br>Frame and compose shots to achieve visual continuity.  | All NOS for camera which relate to the operation of a single DV camera on location or in a multi-camera set-up, are met |
| EDITING TO A DIRECTOR'S BRIEF (DM10 35) 2 HN CREDITS                              | Prepare source material for editing that meets the requirements of the Director's brief.<br>Demonstrate editing skills in the role of editor within a production team.<br>Make a rough-cut edit that meets the requirements of the Director's brief.<br>Make a fine-cut edit that meets the requirements of the Director's brief. | NOS for Editing   |
| TELEVISION SCRIPTWRITING: FACTUAL PROGRAMMES (F45R 35) 2 HN CREDITS               | Create synopsis and treatments for given factual production briefs.<br>Create complete production scripts for factual programmes from synopsis, treatments and research findings.   | NOS for Production (Film and Television)  |
| JOURNALISM SKILLS: INTRODUCTION TO INDUSTRY AND PRACTICE (F7PW34) 1 HN CREDIT     | Explain the recent history and trends affecting journalistic media in the UK.<br>Describe a typical news gathering operation.<br>Produce a basic news story for newspaper /broadcast.<br>Produce a basic feature for a newspaper/broadcast.   | NOS for Journalism  |
| TELEVISION PLANNING AND PRODUCTION (DM2J34) 1 HN CREDIT                           | Analyse types of television programme.<br>Plan for a production.<br>Work as a member of a production team.  | NOS for Production (Film and Television)  |

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|  |   |  |
|--|---|--|
| <p>CONTENT DEVELOPMENT AND RESEARCH (H4A835)<br/>2 HN CREDITS</p>  | <p>Analyse the requirements of a brief.<br/>Apply production research techniques to meet the requirements of s brief.<br/>Prepare script research material.</p>   | <p>NOS for Production (Film and Television)</p>  |
| <p>RADIO PRODUCTION 1: ANALYSING AND PRODUCING RADIO PROGRAMMES (D7M2 34)<br/>1 HN CREDIT</p>                | <p>Analyse different types of programmes in radio broadcasting.<br/>Produce a short radio programme for an agreed audience.</p>   | <p>NOS for Radio Content Creation</p>  |
| <p>INTERNET: WEB DEVELOPMENT (DF60 35)<br/>2 HN CREDITS</p>  | <p>Describe factors influencing the development of World Wide Web (WWW) documents<br/>Plan and design World Wide Web documents.<br/>Use the features of a development language to produce World Wide Web documents.<br/>Publish, test and evaluate World Wide Web documents.</p>  | <p>Core Skills across a range of NOS</p>   |
| <p>WORK PLACEMENT AND PREPARATION FOR EMPLOYMENT IN THE GAELIC CREATIVE INDUSTRIES (DJ1M35) 2 HN CREDITS</p> | <p>Undertake a work placement in the Gaelic media industry.<br/>Analyse the production life cycle.<br/>Create a self-promotion package.</p>   | <p>NOS for Production (Film and Television)<br/><br/>Core Skills across a range of NOS</p> |
| <p>CREATIVE PROJECT (DM0W 34) 2 HN CREDITS</p>   | <p>Generate creative ideas for a project in response to a given brief.<br/>Develop the creative concept.<br/>Complete and present a creative project.</p>   | <p>NOS for Production (Film and Television)</p>  |
| <p>EUROPEAN MEDIA: ANALYSIS AND INVESTIGATION ( D7 MD 35) 1 HN CREDIT</p>                                    | <p>Investigate the press and broadcasting of an EU country and analyse patterns of ownership.<br/>Compare the press and broadcasting of an EU country with the UK equivalent.<br/>Explain the areas of legislation that apply to the press and broadcasting of an EU country.</p> | <p>Core Skills across a range of NOS</p>   |

## **6 Approaches to delivery and assessment**

### **Part one: College**

During the College-based year, trainees will develop cognitive and practical skills, through project-based training at Sabhal Mòr Ostaig. They will be introduced to the basic processes underpinning modern broadcasting; communication skills within the industry; the effect of new media on Gaelic communities; information technology applications; basic technical skills; programme research, scripting, planning and production. Practical work will be introduced utilising the basic processes embracing web development, single camera production; non-linear editing and radio production.

Teaching methods are varied and are geared to the aims and outcomes of the course, the learning needs of students and the demands of the industry. Lectures and tutorials will be reinforced by practical exercises on multimedia, radio and single camera projects. These will be put into context by the use of visiting specialists and guest speakers from the industry. In preparation for employment in the broadcast industry, the majority of the coursework will comprise practical assignment tasks, necessarily engaging students in direct participation in the work of the course.

### **Part two: Industry**

Trainees will then undertake year long negotiated attachments to an area of the broadcast and media industry which most closely matches their developing interests. On-the-job training will be provided by the BBC, STV Productions and independent television production companies. The training programme for each trainee will be agreed with the host and a college-based tutor will liaise with trainees and identified workplace managers to ensure that the requirements of the placement are being met. It is a major strength of the course that the period of extended industrial placement allows trainees to develop their knowledge and understanding of the industry, to identify their particular competencies and interests and develop these in a supportive environment. They will also benefit from the opportunity to develop their own creative ideas and produce a media product as well as undertaking research on the wider media industry.

### **Teaching Staff**

Staff at Sabhal Mòr Ostaig engaged in the delivery of the current PDA in Gaelic Media are appropriately qualified, have extensive broadcasting experience and on-going involvement with the media industry. This ensures relevant teaching of pre-production, production and post-production processes. The collective experience combines all aspects and genres of television production, new media exploitation and broadcast technical expertise. The use of part-time and visiting specialists from the broadcast industry is an important feature of course delivery, further ensuring that the teaching and delivery team are fully engaged with current practices within the industry.

Teamwork is core to the industry and is an integral part of the course. The nature of the training requires teaching staff to work collaboratively, particularly as skills and techniques are developed through practical integrative projects both out on location and within the environment of the College's broadcast facilities.

## **7 General information for candidates**

### **Aims of the Award**

You will have the opportunity to develop all the necessary media skills required for direct entry to the industry. You will develop your written and spoken Gaelic skills both at college and in the workplace.

The aim of the Professional Development Award is to give you the skills required to work in the Gaelic Media Industry. It is expected that, on completion of the course, you will have a set of core skills which will allow you to:

- seek employment in the Gaelic radio, television and multimedia industry
- develop professional programme production skills through making complete programmes in Gaelic
- develop practical and creative programme production skills
- develop fluency in Gaelic, through College and workplace usage
- have an understanding of the wider Gaelic community and an understanding of minority language media in other countries

Each Unit Descriptor gives clear guidance on the aims and objectives of the Units and what you will be required to do to achieve them. You will be expected to attain a pass in all units in order to achieve the Award.

(The Course Handbook provides more detailed information regarding course content and structure, course organisation and management, assessment procedures and regulations and information on work placement).

## **8 Supporting Evidence**

The course has been developed in close collaboration with the Media Industry, taking account of advice and evidence from a wide variety of sources. The review of Gaelic Media Training carried out by Maggie Cunningham on behalf of MG Alba, made several recommendations regarding the future training needs of the industry, including for those involved in media to be trained to a higher level of Gaelic language fluency and cultural awareness. It is also recognised that there should be more focus on training in technical skills and production, allowing students the opportunity to develop skills, particularly in new programme genres not catered for currently in Gaelic programme making. An important development, in response to the Gaelic media sector demand and to achieve the outcomes and level of skills required, is the year-long work-placement within the industry.

In developing the new course, account was taken of:

- extensive discussions with industry representatives;
- the developing needs of the Gaelic broadcasting industry;
- employment prospects for those completing the award;
- Skillset standards.

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### 9 Appendix A - Unit Specifications

(For Full Specifications, see separate File)

| Unit code                        | Unit title  |
|----------------------------------|---|
| F7PY34                           | Communication in Gaelic: Advanced Operational Writing Skills                    |
| F7R234                           | Communication in Gaelic: Advanced Operational Speaking Skills                   |
| H4A434<br>(Previously<br>DM2234) | Camera: An Introduction   |
| H4JD35<br>(Previously<br>DM1035) | Editing to a Directors Brief  |
| F45R35                           | Television Scriptwriting : Factual Programmes                                   |
| F7PW34                           | Journalism Skills: Introduction to Industry and Practice                        |
| DM2J34                           | Television Planning and Production  |
| H4A835                           | Content Development and Research<br>(Replacing Television Research – F45P35)    |
| D7M234                           | Radio Production 1: Analysing and Producing Radio Programmes                    |
| DF6035                           | Internet : Web Development  |
| DJ1M35                           | Work Placement and Preparation for Employment in the Gaelic Creative Industries |
| DM0W34                           | Creative Project  |
| D7MD35                           | European Media: Analysis and Investigation                                      |

## **10 Appendix B – Information on Progression and Employment**

Of the 87 trainees who have completed the programme since 2000, 61 are currently in media or media related occupations, with 26 currently in other lines of work, many of whom have worked in media related occupations at some point since completing their training. 70% are still employed in the media or media-related industry.

|             |  |
|-------------|--|
| 1998 - 2000 | Freelance Director, recently taken up post of Short Courses Manager at SMO<br>BBC online producer, Glasgow<br>BBC Inverness broadcast journalist<br>2 current occupation unknown<br>Editor; Studio Alba, Stornoway<br>Employed by QinetiQ, South Uist<br>Self-employed taxi driver, Glasgow<br>Writer/journalist, USA  |
| 1999 - 2001 | Caledonia TV producer, Glasgow<br>Freelance self-shooting director, Glasgow<br>BBC web producer, Glasgow<br>BBC senior broadcast journalist, Glasgow<br>BBC radio producer, Glasgow<br>Media Resources, Glasgow<br>House husband, Glasgow<br>Singer  |
| 2000 - 2002 | BBC Stornoway, radio producer<br>Freelance writer/journalist, Isle of Skye<br>Teacher<br>Freelance Production Coordinator/Assistant<br>Cànan publishing company, Isle of Skye<br>Freelance producer, Glasgow<br>BBC Glasgow broadcast journalist<br>MG Alba Stornoway, Technical Services Director<br>Children's psychiatric nurse, Yorkhill Hospital, Glasgow<br>Strathclyde Police driving instructor<br>Working for NHS Glasgow |
| 2001-2003   | Currently teacher training, Isle of Skye<br>Community Projects Coordinator, Isle of Skye<br>Freelance Editor<br>BBC Inverness broadcast journalist<br>LTS, Glasgow based<br>BBC Stornoway OA<br>1 current occupation unknown   |
| 2002-2004   | BBC Glasgow production manager/studio director<br>Development researcher MNE TV Glasgow<br>1 current occupation unknown<br>Gaelic Development Officer, Perth & Kinross Council<br>BBC Glasgow assistant web content producer   |

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|           |   |
|-----------|---|
|           | Fèisean nan Gaidheal Development Officer, Inverness   |
| 2003-2005 | MAC TV Stornoway, researcher.<br>Freelance camera operator<br>Freelance production coordinator, Edinburgh<br>BBC Glasgow researcher<br>1 current occupation unknown   |
| 2004-2005 | BBC Inverness, tech op<br>BBC broadcast journalist, Isle of Skye<br>Press Officer, Edinburgh<br>BBC Inverness, tech op<br>Editor, BBC Glasgow<br>1 current occupation unknown   |
| 2005-2006 | BBC Glasgow AP<br>BBC Radio nan Gaidheal Stornoway - Producer<br>Editor Studio Alba, Stornoway<br>Freelance PA<br>Marketing Dept SMO - in charge of website<br>Researcher/presenter – MNE TV Glasgow<br>Teacher training, Isle of Skye  |
| 2006-2007 | Editor Mac tv, Stornoway<br>BBC Presenter, Dè a Nis?<br>Freelance Editor/camera operator, Stonehaven<br>UHI Gaelic Development Officer, Inverness<br>Freelance journalist, Canada<br>2 current occupation unknown   |
| 2007-2008 | Bòrd na Gàidhlig<br>Glasgow based freelance coordinator<br>BBC Inverness, sports researcher/reporter<br>BBC journalist, Oban<br>BBC researcher/presenter, Stornoway<br>MG Alba, Stornoway<br>BBC Inverness, tech ops<br>BBC Glasgow, AP/FM children's programmes                |
| 2008-09   | Freelance researcher/camera operator<br>BBC Glasgow Production coordinator<br>BBC Glasgow PA<br>1 teaching Ulpan classes<br>Editor Beesnees tv, Glasgow<br>Sports researcher/reporter, MNE TV, Glasgow<br>TV scriptwriting course, Strathclyde University<br>MG Alba, Stornoway |
| 2009-2010 | MAC TV Stornoway, researcher<br>BBC Glasgow trainee coordinator<br>BBC Inverness – technical ops<br>1 based in Lewis working in a hotel<br>1 working in Mallaig Heritage Centre   |

## **11 Appendix C: Letters of support from the Media Industry and Media Practitioners**

Letters of support were received from the following Companies:

- The BBC
- STV Productions
- Sorbier Productions
- Caledonia TV
- Tern TV
- Eyeline Media

Letters of support were also received from Media Practitioners, all of whom have undertaken media training at Sabhal Mòr Ostaig.

FAO Catriona Niclain  
[sm00cni@groupwise.uhi.ac.uk](mailto:sm00cni@groupwise.uhi.ac.uk)

17-Mar-11

Dear Catriona

BBC Alba has had a close working relationship with Sabhal Mòr Ostaig for many years and has worked in collaboration with the Television course to offer work placements to the students on the course.

We have found the calibre of the students to be particularly high and many have gone on to secure employment both in BBC Scotland and the wider creative industries in Scotland.

We are delighted that the course is being re-structured, with language skills at its core allied with the technical and editorial / production skills required to work in the creative industries.

We will continue to support the course and look forward to being able to offer work placements and visiting professionals to lecture in specific aspects of the course curriculum.

Leis gach deagh dhùrachd.

DI Brown  
Head of Talent & Operations  
BBC Scotland

**Professional Development Award in Gaelic Media: Validation Proposal**

## **Professional Development Award in Gaelic Media: Validation Proposal**

Dear Catriona,

On behalf of Caledonia TV, I would like to offer support to the idea that the PDA in Gaelic Media' training course adopts the proposed course structure of nine months at college (i.e. a college year) followed by a full year of work placement.

Having worked with a number of your students, we believe that the current course structure, of six months at college plus six months of work placement, could be improved to better equip students for the multi-faceted careers they aspire to. As you know, the old lines of demarcation in the industry have long gone. The people who will survive and thrive in television today have to have a very wide and varied tool-kit of skills and knowledge. The aspiring producer or director will almost certainly now be expected to be able to write, research, set up a shoot, manage a budget, shoot video, record sound and edit! That's a tall order for a six month course.

As for the placements, we believe that students need time to settle into the broadcasters and production companies they find themselves working with. The student and the host company need time to get to know each other. This allows the host producer to slot the student into fruitful work. Not every student is suited to every production company – cultures vary from company to company, so it is possible that a student may thrive in Company A but not Company B. A year spent on placement allows a greater number of producers to get to know an individual's strengths and weaknesses, and allows the student to experience a range of creative and business environments.

I would be happy to talk to you about this if you require more explanation of our position on this.

Best wishes,

**Les Wilson**

**Creative Director**



147 Bath Street

Glasgow

G2 4SQ

Tel: 0141 564 9100

Fax: 0141 564 9200

Web: [www.caledonia.tv](http://www.caledonia.tv)

## Professional Development Award in Gaelic Media: Validation Proposal

Catriona Niclain  
Stiùiriche Cùrsa  
Diplòma anns na Meadhanan Gàidhlig  
Sabhal Mòr Ostaig OGE,  
An Teanga, Slèite,  
An t-Eilean Sgitheanach IV44 8RQ

March 11<sup>th</sup>, 2011

Dear Catriona

Eyeline Media is a small production company based in Aberdeen creating television programming in both Gaelic and in English. We produce a slate of programming for BBC ALBA, including the popular car series ***Air an Rathad***.

Since 2007 we have provided a technical placement and a production placement to students on the Gaelic Media Course at Sabhal Mor Ostaig, and most recently students joined us in Portree for the outside broadcast of the 2010 Christmas Church Service, recorded at Portree Parish Church.

We offer training opportunities to students from a number of educational establishments, and I am happy to say that I find the course run at Sabhal Mor Ostaig to be comprehensive, and a good introduction to the industry. Students on the course have realistic expectations of the career opportunities within the industry, and are motivated and willing to learn. I have found the students we have been assigned to be hard working and committed to their intended careers.

I think it is very important to have hands on experience in this industry. Both the students assigned to us had six month placements, which I would consider to be a minimum period to be of real value. I understand that placements from 2012 will be for one year, and I am happy to support this change. This would allow students to observe, then acquire, then put into practice, their new found skills.

BBC ALBA has created new opportunities for Gaelic speakers wishing to work in television, and it is important that the course prepares new entrants accordingly. I believe that the Media Course at Sabhal Mòr Ostaig is an excellent starting point for those interested in a television or radio career.

I look forward to a continuing relationship with the College; we are very happy to offer placements to students of this course.

Yours sincerely,

Terry Wolsey  
Company Director

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Tern Television  
114 Union Street  
Glasgow  
G1 3QQ

22 March, 2011

Dear Catriona,

I am writing to offer our support for the training course run at Sabhal Mor Ostaig for the PDA in Gaelic TV.

Tern TV have been making programmes in Gaelic for a long time, and over the years many people who have come through this invaluable training scheme have worked for the company on Gaelic commissions; indeed some of these production staff have been invited back time and time again for contracts and they are very much thought of as being in the Tern core of freelancers that would be considered for commissions secured here for BBC ALBA and indeed all the broadcasters that the company works with.

The skills and abilities that the course provides to the students are of the highest standard and they are ready to embrace the working environment as they go through the course. In the past, Tern has received students on placement and been very happy with their work, offering continuing contracts when possible.

Tern look forward to working with SMO again in the future with relation to such a training scheme.

Le gach deagh dhùrachd,

Peter MacQueen  
Producer

**12 Appendix D – Cunningham Report for MG-Alba**

**Report on the Provision of Gaelic Media Training**

**Commissioned by MG Alba**

**From Maggie Cunningham**

**22<sup>nd</sup> February 2010**

## **Professional Development Award in Gaelic Media: Validation Proposal**

### **Key recommendations:**

- **Television course taught through SMO with funding from MG Alba and others to become a PDA in Gaelic Media and to be fully funded through the normal tertiary education channels.**
- **SMO to work more closely with other higher education providers, e.g. Napier University, RSAMD and the University of the West of Scotland to enrich the learning experience for students.**
- **SMO to develop modules to support “high level Gaelic skills” for media professionals and for public and private sector craft and professional people working in Gaelic speaking areas and in roles which demand Gaelic fluency.**
- **MG Alba, the BBC and the independent sector to be more proactive in sponsoring opportunities for media students and professionals to attend master classes and seminars delivered by master practitioners.**
- **MG Alba to encourage independent companies to exploit opportunities across the creative industries sector to secure a more versatile skills base**
- **MG Alba to support the creative digital media course for schools, delivered through Gaelic, to be piloted by The Nicolson Institute in session 2010/2011.**

## **Professional Development Award in Gaelic Media: Validation Proposal**

### **Overview**

The challenge for MG Alba and BBC Scotland is to ensure that the audience has access to the highest production values in programmes and services, while developing a highly skilled and versatile range of providers.

Skills development and retention is important for all areas of the sector in Scotland, and the need in Gaelic should be looked at in that context. There is an argument that the future security of the language in the media is dependent on highly versatile and highly skilled professionals who work across a range of projects in Gaelic and in the mainstream media. It is also important that the proven benefits of using media to increase confidence in communication be encouraged in Gaelic medium schools as a matter of urgency. The desire must be to have both skilled professionals and a confident audience able to contribute and to use BBC Alba and other Gaelic media.

As television production evolves and becomes a more natural partner with other areas of the creative industries, it is clear that a long term career in one organisation or company is unlikely and it is also questionable whether it is desirable in developing highly skilled practitioners. The best practitioners will hand pick the most interesting and satisfying projects across a range of companies and production areas. It is also important, in that new people joining the profession are able to forge a career path, and succession planning takes account of that.

The biggest area of concern regarding the particular needs of the Gaelic sector is the availability of Gaelic speakers who have a highly developed communication skill in the language. This is the case both in front of camera and in key production areas such as research and direction.

It is relatively easy to source the key craft skills such as camera, sound and lightning, and should not be an area of concern at this stage in the sector's evolution. The exception to this is news and some documentary capture and edit, where multi skilling is paramount to ensuring an effective service on a small budget

### **Gaelic Speakers in all Gaelic Television Production Roles**

While, in an ideal world, the best outcome would be for all concerned with delivery to be fluent Gaelic speakers, there is no belief in the sector that it is a priority at this stage. The core craft skills of capture, editing, multi-camera direction, and sound do not require being language specific and there is an argument that restricting these roles to Gaelic speakers may not always create the best viewer experience or the highest production values.

## **Professional Development Award in Gaelic Media: Validation Proposal**

However, it is important to encourage Gaelic speakers to develop and practice these skills across the industry. Given the nature of the industry described earlier all production and craft roles should be encouraged to work in other areas of the sector to ensure that their skills and experience over time exceed the expectation of the viewer. The objective must be to encourage Gaelic speakers to become highly skilled media professionals and be able to compete with others in similar roles across the UK and internationally. This will develop their skills and experience base and enable them to enhance Gaelic specific projects that they are involved with. It will also create a path for new people joining the industry and ensure effective succession planning.

### **Existing and potential providers of Training**

There are two specific courses which combine Gaelic and media, both are based at Sabhal Mòr Ostaig, the Gaelic College. B.A in Gaelic and Media Studies is funded through the normal funding council route, while the PDA in Gaelic Media has had a number of funding sources to date, including MG Alba. Lews Castle also provides a BA in Gaelic and Cultural Studies which encompasses media. There is a range of Gaelic undergraduate courses provided by Glasgow, Aberdeen and Edinburgh Universities while the number of courses related to television, film, creative industries and journalism are provided by a range of tertiary education establishments.

There is a wide range of courses and modules in the creative industries and in media studies.

### **Potential partners in the delivery of Gaelic Media Training**

The recommendation is for SMO to continue to provide a PDA in media studies through the medium of Gaelic. This should provide familiarisation in all areas of mainstream media - journalism in its broadest sense as well as audio, video and internet. The course will also provide the baseline skills for self-shooting direction and video journalism. A six month placement is recommended as part of the course, and could be with any company or organisation working in these disciplines. If students do not take placements with Gaelic companies or the Gaelic department of the BBC, SMO must be extra vigilant to ensure that Gaelic communication skills needed for the sector continue to be developed during the placement.

The College should also develop partnerships with other providers of media studies to ensure the best possible learning and peer group experience for its students. Initial negotiations are underway and should be encouraged to develop. Possible partners include the University of the West of Scotland, Edinburgh Napier University and the Royal Scottish Academy of Music and Drama.

There is no doubt that SMO is the Centre of Excellence for Gaelic and most of the concentrated work on Gaelic fluency and competence has been developed at the College over the past few decades. There is now an urgent need to fill the role in language acquisition and richness previously acquired in the Gaelic communities and this should be provided through SMO.

The need for high level Gaelic communication skills has been recognised by Bòrd na Gàidhlig and most recently by the Minister for Education and Life Long Learning. While, there may be political problems in acknowledging this need, there is no doubt that it must be addressed urgently if the targets set for Bòrd na Gàidhlig are to be met and if television viewing and radio listening is to continue to be a rewarding experience for Gaelic speakers.

## **Professional Development Award in Gaelic Media: Validation Proposal**

The need is apparent across a range of professional roles. These include teaching, policy making and translation and, with Gaelic plans to be implemented by all areas of the public sector, health provision and similar disciplines.

The challenge for SMO is to define a modular course which will underpin a highly developed articulacy in communication both written and spoken to ensure that the richness of language is preserved and evolves. It will also have to fulfill the key criteria necessary to satisfy funding bodies such as the Scottish Funding Council. The model must reflect the needs of all the sectors involved and will, of necessity, contain a range of modules which will enable continuous professional development and highly developed language skills. Specific modules for Gaelic media should be developed and these should include research, writing for television, radio and the internet and presentation for television, radio and the internet.

### **Proposed model for the Delivery of Industry Training for the Gaelic Production Sector**

It is clear that there are a range of potential models for the sector and it is clear from discussions with the industry that the models must encompass a range of training. It is highly unlikely, that the specific needs of production and craft can be bundled and delivered as one package.

While some areas of capture and delivery have amalgamated, there remain discrete skills which are paramount to ensuring effective engagement of the audience. There are specific disciplines for craft, for production and for journalism. It is unlikely that one course could cover all the disciplines to a high level and it is unrealistic to expect that this would be a rewarding learning experience for participants once they have completed a course such as the course described above.

MG Alba should continue to influence and/or work with others to provide high level continuous professional development for industry professionals and must include high level Gaelic communication skills. These should strive to be master classes, seminars or short courses led by the most accomplished industry practitioners in their specific disciplines in the UK or in Ireland. There may be an opportunity to use Fàs as a base for these courses utilising its hardware and production spaces and building on the successful workshops delivered, with others, for FilmG. The master classes could include entertainment format development; screenwriting; comedy development; the art of documentary and storytelling – the list is endless. Three or four master classes a year should be established.

### **Media Awareness in Schools**

Working with media is a proven to develop confidence in children. By teaching creative media skills through the medium of Gaelic there is a real opportunity to set the building blocks for the next generation of media professionals and, more importantly, a confident generation of Gaelic speakers. A creative digital media course is being piloted in the Nicolson Institute from next session (2010/2011). There is already interest in this course from Lochaber and Portree High Schools and it has the potential to be rolled out to all Gaelic medium secondary schools.

The course has been developed by the curriculum support team in Comhairle nan Eilean. They have run similar courses related to other industries such as weaving, building and hospitality. They report enthusiasm and support from practitioners in the sectors mentioned above, but little interest or support, at this stage, from practitioners in the creative industries' sector. There is a real opportunity to influence and support this initiative through further development of FilmG and/or specific workshops with inspirational media practitioners to encourage confidence in pursuing further

## **Professional Development Award in Gaelic Media: Validation Proposal**

studies or careers in media and to highlight the importance of developing “high level” communication skills in Gaelic.

### **Encouraging entrepreneurship**

If the sector is to be sustainable and able to expand and develop, it is important for MG Alba and for the enterprise and training agencies to encourage a culture of entrepreneurship in exploiting new and different opportunities across a range of markets related to the creative industries. At present, many of the companies employing Gaelic speaking media professionals are dependent on the commissioning decisions for BBC Alba. The opportunity to develop skills and versatility as well as reasonable employment in the long term cannot be wholly sustained through MG Alba and the BBC’s Gaelic commissioning budgets neither does it create enough scope to allow for new joiners and succession planning to any great degree.

Companies and freelancers within the sector should be encouraged to seek and exploit new opportunities both in the public and private sector and help to ensure a range of skills and talents which will be important in addressing the economic migration from the most fragile communities of what remains of the Gaelic heartland. This will in turn create a broad base of highly skilled and experienced professionals who will be available to deliver high quality video content to the delight and enrichment of the audience.

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### **Proposed PDA in Media at Sabhal Mòr Ostaig**

Camera: An introduction SCQF7 – 1 HN CREDIT

Sound Recording: An Introduction SCQF 7 – 1 HN CREDIT

Editing: An Introduction SCQF 7 – 1 HN CREDIT

Television Research SCQF 8- 2 HN UNITS

TV Directing: Factual Programmes SCQF 8 – 2 HN CREDITS

Writing for the Media **OR** Creative Writing for Vocational Purposes SCQF 7 – 1 HN CREDIT

Radio Production: Analysing and Producing Radio Programmes SCQF 7 – 1 HN CREDIT

Journalism Skills: An Introduction to Industry and Practice SCQF7 – 1 HN CREDIT

Internet: Web Development SCQF 8 – 2 HN CREDITS

Communication in Gaelic: Advanced Operational Speaking Skills SCQF 7 – 1 HN CREDIT

Work Experience SCQF 7 – 1 HN CREDIT – A work experience period of at least 6 months would be the preferred option if possible.

Total – 14 credits

11 units - 3 SCQF 8 - 8 SCQF 7

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### **Interviews were conducted with the following:**

Allan Macdonald, *mneTV*  
Anne Morrison, *MAC TV*  
Morag Stiubhart, *Sealladh*  
Norrie MacIannan, News Editor, *BBC Alba*  
Una Macdonald, Executive Editor, *Roinn Gaidhlig a BhBC*  
Boyd Robertson, *Ceannard Sabhal Mòr Ostaig*  
Eairdsidh MacGilleathain, *SMO*  
Catriona Johnston, *SMO*  
Annie MacSween, *Lewis Castle College*  
Diane Maclean, *Edinburgh Napier University*  
Anne Gifford, *University of the West of Scotland*  
William MacIntosh, *Skills Development Scotland*  
Morag Campbell, *Scottish Funding Council*  
Uisdean MacGillinean, *Bòrd na Gàidhlig*  
Jo NicDhòmhnaill, *Bòrd na Gàidhlig*  
Ian Stewart, *Comhairle nan Eilean Siar*  
Erica Morrison, *Comhairle nan Eilean Siar*  
Fiona Larg, *University of the Highlands and Islands (UHI)*