

## Higher National Unit Specification

### General information for centres

**Unit title:** Radio Interviewing

**Unit code:** DM18 34

**Unit purpose:** This Unit is designed to enable candidates to develop the skills and knowledge necessary to research, set up and carry out radio interviews in a variety of contexts.

On completion of the Unit the candidate will be able to:

1. Explain how interviewing techniques are applied within a broadcasting environment
2. Pitch, research and set up an interview
3. Conduct and edit a location interview
4. Conduct and edit studio based interviews

**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:** It would be beneficial if candidates had hospital radio experience or undertaken appropriate 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:** This Unit is included in the framework of the group award for HNC Creative Industries: Radio. It is recommended that it should be taught and assessed within the context of that particular award. There are opportunities for parts of the Unit to be linked to other Units, e.g. Radio: Technical Operations, Recording and Editing

**Assessment:** This Unit is assessed by means of a written evaluation in which the candidate will explain the practical factors that can affect the recording of radio interviews. Candidates will also be assessed on their own work in pitching, researching and setting up an interview. This outcome could integrate with one of the interviews which will be assessed in Outcome 3 or 4, involving either the recording or editing of interviews.

## **Higher National Unit specification: statement of standards**

**Unit title:** Radio Interviewing

**Unit code:** DM18 34

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**

Explain how interview techniques are applied within a broadcasting environment

#### **Knowledge and/or skills**

- ◆ How environmental factors can affect the quality of recording
- ◆ Practical factors affecting the use of the voice
- ◆ Techniques of questioning and response

#### **Evidence requirements**

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

- ◆ produce a written assignment (300 words) which covers the following:
  - explanation of the practical factors which affect the use of the voice
  - the possible effects of the environment on recording interviews
  - techniques of questioning and response

#### **Assessment guidelines**

The assessment for this Outcome could be undertaken by means of restricted response questions for the candidate to answer. Questions used must cover all three areas indicated in evidence requirements. The elements of knowledge which underpin this outcome should be taught at the beginning of the Unit, but it may be helpful to carry out this assessment towards the end of the Unit when the candidate has had an opportunity to experience the recording of interviews under different circumstances, as in Outcomes 3 and 4.

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Radio Interviewing

### **Outcome 2**

Pitch, research and set up an interview

#### **Knowledge and/or skills**

- ◆ Pitch an idea for interview
- ◆ Research an interview
- ◆ Contact a potential guest
- ◆ Explain agency, role and intention to the guest
- ◆ Specify an interview time
- ◆ Write up the questions/prompts
- ◆ Keep back up research and designation details

#### **Evidence requirements**

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

- ◆ pitch an idea in writing for an interview that would be appropriate for radio
- ◆ successfully contact a potential guest
- ◆ research the background to an interview
- ◆ write up a list of questions or prompts which relates to the research carried out
- ◆ submit notes and research material for the interview to be carried out
- ◆ produce a list of questions/prompts to be used in the interview

#### **Assessment guidelines**

When making a pitch, candidates should be encouraged to put their case across briefly and succinctly. One hundred words should be sufficient and they should indicate what type of programme and radio station would be appropriate for their interview.

Questions need not be written up in clear sentences. They can appear as prompts to generate a clear line of questioning with an understanding that secondary questions may arise in relation to a previous answer. At least some of the questions should be informed by the prior research undertaken by the candidate. The candidate should also have a clear understanding of how to introduce him/herself prior to contacting the guest. They must also keep a folder with all the information pertaining to the interview. There is an opportunity to integrate this outcome with one of the interviews for outcomes 3 or 4. It must be clear at the outset which interview is being assessed by this outcome.

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Radio Interviewing

### **Outcome 3**

Conduct and edit a location interview

#### **Knowledge and/or skills**

- ◆ Carry out necessary research in advance of the interview
- ◆ Selecting and testing portable equipment before departure
- ◆ Operating portable equipment on location
- ◆ Editing recorded interviews
- ◆ Unexpected factors which can adversely affect an interview

#### **Evidence requirements**

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

- ◆ select and test portable equipment before departure
- ◆ conduct an interview at an indoors or outdoors location and create an edit, that should last a minimum of five minutes, which is clear, audible and cleanly edited to a standard suitable for broadcast
- ◆ research the indoor or outdoor interview
- ◆ write up a list of questions/prompts

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

Edited interviews, research material, notes and questions/prompts must be retained to form part of the portfolio of evidence which the candidate will submit for final assessment.

#### **Assessment guidelines**

This practical assessment is for a non-studio based interview where candidates will be called upon to try and control any unexpected factors which might unfavourably affect an interview.

The indoor or outdoor interview should not be less than five minutes after editing. The recording should be cleanly edited and recorded in a manner that does not allow background interference to the degree that it affects interview audibility. The correct selecting and testing of portable equipment by each candidate needs only to be witnessed once. Course tutors should listen to a few seconds of the recorded interview to check for playback.

## **Higher National Unit specification: statement of standards (cont)**

### **Unit title:** Radio Interviewing

There is also an opportunity to integrate part of this unit with part of outcome 3 of:  
Radio: Technical Operations, Recording and Editing which requires a pre-recorded interview to be dubbed to computer file.

### **Outcome 4**

Conduct and edit studio based interviews

#### **Knowledge and/or skills**

- ◆ How to carry out a telephone interview for radio
- ◆ How to carry out a studio interview
- ◆ How to balance the telephone line
- ◆ Check voice levels and designation
- ◆ Inform guest when recording is about to begin
- ◆ Interact with the guest
- ◆ Record and edit interviews
- ◆ Research interviews
- ◆ List questions/prompts related to research

#### **Evidence requirements**

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

- ◆ record a telephone interview for radio broadcast
- ◆ set voice levels in studio accurately
- ◆ check correct designation of interviewee(s)
- ◆ inform the guest as to when the interview is about to begin
- ◆ conduct a skilful interview with guest.
- ◆ maintain polite behaviour towards the guest
- ◆ balance the telephone line correctly
- ◆ record and edit the telephone and studio interview to broadcastable standard.
- ◆ research materials and related questions/prompts must be submitted

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

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Radio Interviewing

### **Assessment guidelines**

The interviewer should make efforts with the guest to minimise the possibility of any interruptions. Should that happen the candidate would be expected to deal with the situation appropriately. It is important for the candidate to try and generate a relaxed environment prior to the interview. Where possible, assessors should monitor progress by listening to a candidate's performance on a speaker at a location outside of the recording studio. The edited interviews should be no shorter than three minutes.

This outcome can be integrated with part of outcome 3 of unit Radio: Technical operations, Recording and Editing, which requires the candidate to record a studio based interview.

## Administrative Information

**Unit code:** DM18 34  
**Unit title:** Radio Interviewing  
**Superclass category:** KA  
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### History of changes:

Version	Description of change	Date
02	Clarification of title of Outcome 1 and minor amendment/clarification of Evidence Requirements for Outcome 3.	07/10/10

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## **Higher National Unit specification: support notes**

### **Unit title: Radio Interviewing**

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 prepares the candidate for developing the basic skills required for setting up and achieving the main types of radio interview. Radio journalists, music presenters, researchers, and commercial producers all need these skills in today's multi-skilled radio industry. In times of crises when staff are ill for instance management need to feel confident that they can call upon all production and presentation staff to help out temporarily. It is important too that candidates develop the skill to 'cold call' a potential interviewee and research the topic prior to interview. At this level it is important to steer candidates away from simply attaining interviews from family or friends and to put the emphasis on acquiring material that is broadcastable and interesting. Radio stations are invariably busy places working to deadlines and candidates should be encouraged in outcome 2 to keep their pitch short. Candidates can contact potential guests by means of telephone, e-mail, letter, direct contact etc explaining who they are, why they are wishing to set up an interview, what they require of the guest followed by appropriate arrangements to achieve a recorded interview. They should also quickly abandon a quest for an interview if a potential interviewee does not respond within a reasonable period of time.

### **Guidance on the delivery and assessment of this Unit**

The teaching centre should have two studios, a talkback facility and a telephone unit. Candidates will also require portable recorders. Many of these recorders are set to record automatically but candidates should understand how to switch to manual recording. This is one of the issues that could be explained in outcome 1 in preparation for candidates recording in locations with a high background noise. There should also be a telephone readily available close to the studios where candidates can make calls to set up potential interviewees. In preparation for outcome 2 it might prove useful to set up role playing exercises with candidates using the telephone to play the respective parts of interviewer/researcher and potential interviewee.

Outcome 2 can be integrated with one of the interviews for Outcome 3 or 4 of this unit. For instance the candidate can be monitored setting up an interview for a location interview. There should be an agreement with the candidate regarding which interview they will be assessed on to achieve outcome 2. Ideally it should be the first they set up, as an indication that this is the standard and pattern to which they should aspire when setting up all interviews. However sometimes practicalities can intervene as when a candidate sets up an interview on their own initiative from home or on non class contact days.

## **Higher National Unit specification: support notes (cont)**

### **Unit title: Radio Interviewing**

This is a core Unit of the group award. There is an opportunity to integrate this Unit with Radio: Technical Operations, Recording and Editing as follows:

Outcome 3 of Radio Interviewing requires the candidate to: Conduct and Edit a Location Interview. The location interviews will be recorded on a portable format and this can then be used to meet the technical skill ‘dub a recorded interview’ which is part of outcome 3 of the Unit Radio: Technical Operations, Recording and Editing which is a core Unit in the HNC Radio Broadcasting framework.

Likewise outcome 4 of Radio Interviewing requires the candidate to ‘Conduct and Edit Studio Based Interviews i.e. A telephone and a studio interview (e.g. One to one interview). Either of these interviews can integrate with Outcome 3 of Radio: Technical Operations, Recording and Editing which requires the candidate to undertake the technical requirement: ‘record a studio based interview’.

It would be helpful to invite a reporter experienced in both location and studio interviews to address the candidates. The personal experience of such professionals allied to recorded examples of problems that occur during interviews inevitably enhances the candidates’ awareness of potential problems and how they might be resolved.

### **Open learning**

If this Unit is delivered by open or distance learning methods, additional planning and resources may be required for candidate support, assessment and quality assurance.

### **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](http://www.sqa.org.uk)).

## General information for candidates

### Unit title: Radio Interviewing

This Unit is designed to allow you to develop the practical skills and knowledge which underpin radio interviewing. You will learn how to set up interviews after researching the subject matter and carry out interviews both on location and in the studio. The unit is about encouraging you to develop the confidence to undertake any kind of interview. It has three main subject areas.

- ◆ Understanding the practical factors which underpin the recording of a good interview.
- ◆ Researching and setting up an interview.

There then follows the practical tasks of actually doing the interviews. Some interviews will take place at outside locations where it can be somewhat difficult to control what is happening around you. Other interviews will be in the more formal, controlled setting of a radio studio.

In Outcome 1 you will need to produce a written assignment about the practical factors conducive to achieving a good interview. You will be expected to apply this knowledge whenever you undertake both the studio and location interviews.

In Outcome 2 you will be assessed on your ability to pitch an idea, undertake research and set up the interview. Your interviews should be based on the information sources you have used, such as newspapers, the Internet, and press releases etc. The questions or prompts you type up for interview should reflect the quality of your research. You should keep a portfolio of your research materials, questions or prompts.

In Outcome 3 you will learn how to use portable recording equipment and conduct an interview at either an outdoor or indoor location to a standard suitable for broadcast.

In outcome 4 you will conduct both a telephone interview and a studio based interview (e.g a one-to-one interview). Again these will be required to be of a standard suitable for broadcast. You must keep all edited recordings, research materials and any list of questions or prompts.