



Higher National Unit specification: general information

Unit title: Radio: Law: Ethics and Compliance

Unit code: FT60 35

Superclass: EC

Publication date: August 2011

Source: Scottish Qualifications Authority

Version: 01

Unit purpose

This Unit is about understanding and applying practice in the various areas of compliance in relation to Radio broadcasts. It is also intended to get candidates to consider broader ethical issues in relation to Broadcasting.

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

- 1 Apply the current Regulatory Codes(s) to a series of case studies.
- 2 Evaluate the Regulatory Code(s) and their application in terms of a station's policy and practice.

Recommended prior knowledge and skills

Entry to this Unit is at the discretion of the delivering centre, however it is recommended that candidates have completed or in the process of completing the HNC in Creative Industries: Radio award prior to commencing this Unit.

Credit points and level

1 Higher National Unit credit at SCQF level 8: (8 SCQF credit points at SCQF level 8*)

**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.*

General information (cont)

Core Skills

Opportunities to develop aspects of Core Skills are highlighted in the Support Notes of this Unit specification.

There is no automatic certification of Core Skills or Core Skill components in this Unit.

Context for delivery

This Unit is a mandatory Unit within the HND in Creative Industries: Radio, but may also be delivered as a stand-alone Unit.

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.

Assessment

Outcome 1 could be assessed by written and/or recorded oral responses to a series of case studies to which the candidate will apply their knowledge of the regulatory issues.

Outcome 2 could be assessed by the candidate's development and production of a radio station policy document that illustrates a station's guidelines and procedures in relation to compliance and broader ethical matters.

Higher National Unit specification: statement of standards

Unit title: Radio: Law: Ethics and Compliance

Unit code: FT60 35

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

Apply the current Regulatory Code(s) to a series of case studies.

Knowledge and/or Skills

- ◆ Relevant regulatory codes
- ◆ Protecting the under-eighteens
- ◆ Harm and Offence
- ◆ Crime
- ◆ Religion
- ◆ Due Impartiality and Due Accuracy and Undue Prominence of Views and Opinion
- ◆ Elections and Referendums
- ◆ Fairness
- ◆ Privacy
- ◆ Commercial Communications in radio programming

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ produce a minimum of three adjudications in response to a series of case studies

Each adjudication should include:

- analysis of the scenario and understanding of the concerns raised
- identification of the relevant areas of the Regulatory Code(s) and reference to them
- interpretation of regulation as applied to circumstances, regulations and station response
- application of analysis and interpretation of compliance to reach an 'adjudication'

Assessment Guidelines

This Outcome could be assessed by written and/or recorded oral responses to a series of case studies.

Higher National Unit specification: statement of standards (cont)

Unit title: Radio: Law: Ethics and Compliance

Outcome 2

Evaluate the Regulatory Code(s) and their application in terms of a station's policy and practice.

Knowledge and/or Skills

- ◆ Staff (production) training
- ◆ Audience trust and transparency
- ◆ Referral for editorial guidance
- ◆ Accountability and complaints procedures
- ◆ Health and Safety and risk assessments

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ devise and produce a station policy document that demonstrates the station's adherence to the Regulatory Code(s) and its broader commitment to ethical practice and general attitude to compliance issues.

The policy document should include reference to the following:

- the importance of training for those involved in production and/or broadcasting
- why there is the need to engender audience trust through transparency
- when programmes/items may require greater scrutiny/referral
- credible station complaints procedure with reference to the Regulatory Code(s)
- recognition of the importance of Health and Safety issues and the requirements for risk assessments before undertaking any action on behalf of the station that may be deemed hazardous or contentious

Assessment Guidelines

Outcome 2 could be assessed by the production of an itemised list with headers categorising the specifics of what is required of staff working for the station or in the form of a report.

Higher National Unit specification: support notes

Unit title: Radio: Law: Ethics and Compliance

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

Candidates should be made aware of the extensive nature of compliance issues in relation to Broadcasting generally and specifically in relation to Radio broadcasts.

Reference should be made to current legislation and that it is the Government's responsibility to protect the public from abuses or exploitation by broadcasters. Candidates should know that while it is the regulators who are charged with implementing not only the letter of the law but the spirit, it is the Government that is ultimately responsible for Broadcasting Policy and the UK's Broadcasting framework.

There is a wealth of material to which reference can be made in respect of compliance issues with Regulatory Bodies, such as Ofcom, obligated to react with some immediacy to and report on referrals. These responses and adjudications can provide an extensive resource of both teaching and assessment materials.

It should be noted that the wide-ranging nature of compliance and ethical issues cannot all be comprehensively covered within the nominal time allocated to this Unit. The Broadcast Code itself is not exhaustive in its specifications, however the principles outlined in the Code should make clear what the Code is designed to achieve and help broadcasters make the necessary judgments.

The main areas of compliance to which reference is made within the Knowledge and Skills of Outcome 1 will provide a framework around which teaching can take place. Candidates should also be made aware of specific legislative obligations that the Regulatory Code(s) are required to analyse, interpret and enforce.

For Outcome 2, as well as those areas providing the foundation for a station policy document, cognisance should also be given to broader ethical issues, for example the code to which journalists ascribe or the BBC's Editorial Guidelines which offer broader perspectives as to the spirit of the Code(s).

Higher National Unit specification: support notes (cont)

Unit title: Radio: Law: Ethics and Compliance

Guidance on the delivery and assessment of this Unit

For Outcome 1 case studies based on adjudications by the various regulatory bodies could be used for candidates to analyse: reports by the primary Regulatory Authority, Advertising's governing body or BBC Editorial Appeals. These examples also have the advantage of providing a rich source of teaching material as well as a marking template against which candidates' 'adjudications' might be measured. Case studies should each examine a different scenario, for example, advertising breaches, issues relating to harm and/or offence or questions over impartiality. Such is the nature of the Regulatory Code that several compliance issues might be contravened in a particular case and that should be addressed by candidates, though there is no need to seek out overly contentious or complex issues for assessment.

For Outcome 2 candidates are required to produce a station policy document. The candidate should, within the policy document, indicate how by inducting new members of the production team and maintaining an awareness of issues of broadcasting responsibility to staff generally, on an ongoing basis, this might safeguard the station's integrity.

Where a centre has a broadcast outlet (campus radio) the assessment could be applied to the requirements to analyse and update a policy or devise one, if none exists.

Opportunities for developing Core Skills

There are opportunities to develop the Core Skills of *Communication, Information and Communication Technology (ICT)* and *Problem Solving* at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

There are clear opportunities to develop the Core Skills of *Communication* and *ICT* in the assessment for Outcome 2 which requires the candidate to produce a station policy document. Outcome 1 provides opportunities to develop the Core Skill of *Problem Solving* as the candidate is required to analyse and develop responses to a series of case studies.

Open learning

There may be opportunities to deliver some or all of this Unit via open or distance Learning, however centres must ensure procedures are in place to verify that any evidence produced is the candidates own work.

Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website www.sqa.org.uk/assessmentarrangements

History of changes to Unit

Version	Description of change	Date

© Scottish Qualifications Authority 2011

This publication may be reproduced in whole or in part for educational purposes provided that no profit is derived from reproduction and that, if reproduced in part, the source is acknowledged.

Additional copies of this Unit specification can be purchased from the Scottish Qualifications Authority. Please contact the Business Development and Customer Support team, telephone 0303 333 0330.

General information for candidates

Unit title: Radio: Law: Ethics and Compliance

Radio broadcasting is a powerful social force and is regulated to ensure that the public are not misled, misinformed or offended by programme content.

The Government, through legislation, has charged regulatory bodies with the responsibility to licence and regulate broadcasting. This Unit will help you understand these processes and involve you in practical exercises in relation to the control of important areas of radio output.

Essentially, these areas include: the protection of children; harm or offence to listeners; issues related to (the reporting of) Crime; dealing with religious topics; ensuring that broadcasts aren't biased in favour of any argument; ensuring fairness in how subjects are dealt with and protecting privacy. Political matters must also be dealt with according to regulatory procedures and commercial interests must be carefully balanced to ensure programming integrity and listener confidence.

For Outcome 1 you will need to adjudicate in response to a number of case study scenarios.

In Outcome 2 you must think about how legal and ethical issues will influence the production of a station policy document to help station staff ensure their work complies with current regulation and station policy.