



## Higher National Unit specification

### General information

**Unit title:** Radio Interviewing (SCQF level 7)

**Unit code:** H9DL 34

**Superclass:** KD

**Publication date:** June 2015

**Source:** Scottish Qualifications Authority

**Version:** 03

### Unit purpose

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

### Outcomes

On successful completion of the Unit the learner will be able to:

- 1 Explain how interview 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 Higher National Unit credit at SCQF level 7: (8 SCQF credit points at SCQF level 7)

### Recommended entry to the Unit

Entry is at the discretion of the centre. However, it would be beneficial if learners had community or hospital radio experience or undertaken appropriate NC Media Units such as *Radio: Making a Programme 1 and 2*, or equivalent.

## Higher National Unit specification: General information (cont)

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### Core Skills

Achievement of this Unit gives automatic certification of the following Core Skills component:

Complete Core Skill	None
Core Skill component	Critical Thinking at SCQF level 5 Planning and Organising at SCQF level 5

### 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.

### Equality and inclusion

This Unit specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence.

Further advice can be found on our website [www.sqa.org.uk/assessmentarrangements](http://www.sqa.org.uk/assessmentarrangements).

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

**Unit title:** Radio Interviewing (SCQF level 7)

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

### **Outcome 1**

Explain how interview techniques are applied within a broadcasting environment.

#### **Knowledge and/or Skills**

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

### **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

### **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

## Higher National Unit specification: Statement of standards (cont)

**Unit title:** Radio Interviewing (SCQF level 7)

### 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 for interviews
- ◆ Questions/prompts

#### Evidence Requirements for this Unit

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

##### Outcome 1

- ◆ produce a written and/or oral assignment 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

##### Outcome 2

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

##### Outcome 3

- ◆ 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 location.

## Higher National Unit specification: Statement of standards (cont)

**Unit title:** Radio Interviewing (SCQF level 7)

### Outcome 4

- ◆ record a telephone and studio 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 broadcast standard.

An assessor's checklist can 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 learner will submit for final assessment.



## Higher National Unit Support Notes

**Unit title:** Radio Interviewing (SCQF level 7)

Unit Support Notes are offered as guidance and 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 learner 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 learners develop the skill to 'cold call' a potential interviewee and research the topic prior to interview. At this level it is important to steer learners 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 learners should be encouraged in Outcome 2 to keep their pitch short.

Learners can contact potential guests by means of telephone, e-mail, letter, direct contact, etc explaining who they are, why they wish to set up an interview, and 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 approaches to delivery of this Unit

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

## Higher National Unit Support Notes (cont)

**Unit title:** Radio Interviewing (SCQF level 7)

Outcome 2 can be integrated with one of the interviews for Outcome 3 or 4 of this Unit. For instance the learner can be monitored setting up an interview for a location interview. There should be an agreement with the learner 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 learner sets up an interview on their own initiative from home or on non-class contact day.

This is a mandatory Unit of the *HNC/HND Radio*. There is an opportunity to integrate this Unit with *Radio: Technical Operations, Recording and Editing* and *Radio Presentation*.

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

### Guidance on approaches to assessment of this Unit

Evidence can be generated using different types of assessment. The following are suggestions only. There may be other methods that would be more suitable to learners.

Centres are reminded that prior verification of centre-devised assessments would help to ensure that the national standard is being met. Where learners experience a range of assessment methods, this helps them to develop different skills that should be transferable to work or further and higher education.

The assessment for this Outcome could be undertaken by means of restricted response questions or an evaluation in which the learner will explain the practical factors that can affect the recording of radio interviews. Alternatively an oral assessment could be produced in the form of a team production, self-recording, documentary or podcast.

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 learner has had an opportunity to experience the recording of interviews under different circumstances, as in Outcomes 3 and 4.

### Outcome 2

When making a pitch, learners 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 learner. The learner should also have a clear understanding of how to introduce him/herself prior to contacting the guest. They should 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.

## Higher National Unit Support Notes (cont)

**Unit title:** Radio Interviewing (SCQF level 7)

### Outcome 3

This practical assessment is for a non-studio based interview where learners 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 learner needs only to be witnessed once.

### Outcome 4

The interviewer should make efforts with the guest to minimise the possibility of any interruptions. Should that happen the learner would be expected to deal with the situation appropriately. It is important for the learner to try and generate a relaxed environment prior to the interview. Where possible, assessors should monitor progress by listening to a learner'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 learner to 'edit for broadcast'.

## Opportunities for e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or social software. Centres which wish to use e-assessment must ensure that the national standard is applied to all learner evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. The most up-to-date guidance on the use of e-assessment to support SQA's qualifications is available at [www.sqa.org.uk/e-assessment](http://www.sqa.org.uk/e-assessment).

## Opportunities for developing Core and other essential skills

This Unit has the Critical Thinking and Planning and Organising components of Problem Solving embedded in it. This means that when candidates achieve the Unit, their Core Skills profile will also be updated to show they have achieved Critical Thinking at SCQF level 5 and Planning and Organising at SCQF level 5.



## History of changes to Unit

Version	Description of change	Date
02	Core Skills Components Critical Thinking and Planning and Organising at SCQF level 5 embedded.	17/09/15
03	First bullet of ER for outcome 4 changed to add 'and studio'. 8 <sup>th</sup> bullet of ER for outcome 4 changed 'broadcastable to 'broadcast'	27/01/16

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## General information for learners

### Unit title: Radio Interviewing (SCQF level 7)

This section will help you decide whether this is the Unit for you by explaining what the Unit is about, what you should know or be able to do before you start, what you will need to do during the Unit and opportunities for further learning and employment.

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
- ◆ Conducting 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 undertake an 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 an interview. Your interview should be based on the information sources you have used, such as newspapers, the Internet, and press releases, etc. The questions or prompts you produce for the 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 (eg 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.