



Higher National Unit specification

General information

Unit title: Radio Station Operation (SCQF level 8)

Unit code: H9DN 35

Superclass: KA

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Unit purpose

This Unit is designed to develop knowledge and skills in the operation of a radio station with emphasis on operational strategy, performance evaluation, the legal responsibilities of employers and the importance of effective communication.

Outcomes

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

- 1 Explain employment law in the context of radio station operation.
- 2 Devise and implement a strategy for radio station operation.
- 3 Evaluate performance of radio station operation.

Credit points and level

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

Recommended entry to the Unit

Entry to this Unit is at the discretion of the delivering centre, however learners would benefit from having a good basic understanding of the regulatory and legal framework in which radio broadcasting operates. This may be evidenced by possession of *Law and the Creative Industries* (level 7) or *Law and the Media and Radio: Law: Ethics and Compliance* or relevant experience.

Higher National Unit specification: General information (cont)

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Core Skills

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

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

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.

Higher National Unit specification: Statement of standards

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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 employment law in the context of radio station operation.

Knowledge and/or Skills

- ◆ Employment law for freelance
- ◆ Employment law for staff
- ◆ Legal obligations in the workplace
- ◆ Station practice

Outcome 2

Devise and implement a strategy for radio station operation.

Knowledge and/or Skills

- ◆ Audience demographics
- ◆ Programme policy
- ◆ Talent management
- ◆ Branding and imaging

Outcome 3

Evaluate performance of radio station operation.

Knowledge and/or Skills

- ◆ Communication
- ◆ Critical analysis
- ◆ Reflective practice
- ◆ Self-evaluation

Higher National Unit specification: Statement of standards (cont)

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Evidence Requirements for this Unit

Learners will need to provide evidence to demonstrate their Knowledge and/or skills across all Outcomes by showing that they can for:

Outcome 1

- ◆ explain when a freelance position becomes protected under employment law.
- ◆ explain the difference between freelance and employed staff in relation to:
 - contracts
 - taxation
 - holiday entitlement
 - equality legislation
- ◆ explain the legal obligations of employers in the workplace.
- ◆ explain the legal obligations of employees in the workplace.

Outcome 2

- ◆ devise and implement a strategy for radio station operation which:
 - identifies the demographic audience.
 - includes the name and programming policy.
 - identifies and positions talent effectively within programming guidelines.
 - outlines the proposed brand and image of the station including its online presence and use of social media.

Outcome 3

- ◆ evaluate own contribution to radio station operation.
- ◆ evaluate operation of radio station operation.
- ◆ analyse strengths and weaknesses of the radio station operation.
- ◆ identify points for improvement in future.



Higher National Unit Support Notes

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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

The purpose of this Unit is to equip learners with a working knowledge of the skills required in radio broadcast operations. Many of these skills are transferrable to other creative industries, for example effective communication within a business. But other areas, notably reacting to listener complaints and interpretation of the regulatory framework, are unique to the broadcast environment.

This Unit is not structured to mimic the operational structures of any particular broadcaster, preferring to be as generic as possible. Centres may wish to assess it in the context of a particular sector of the industry or a student-run radio station.

In Outcome 1, learners should be able to differentiate between freelance and employed staff while recognising the increasing burden on employers to give freelancers many of the protections of employed staff.

They will also be able to comment on where the regulatory framework ends and the station's own personnel policy begins in framing the rights and responsibilities of the individual.

In Outcome 2, learners devise a strategy for radio station operation and implement it. This could include planning their own radio station, identifying the demographic audience, naming the station and developing programme policy. Learners should also consider the station's branding and imaging in respect of its online presence and use of social media.

In Outcome 3 learners reflect on the overall operation of the radio station including the strengths and weaknesses of both the process and the product. Learners are also required to undertake a self-evaluation considering their own contribution, and that of others, to the operation of the radio station. Finally they will need to identify points for future improvements.

Higher National Unit Support Notes (cont)

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Guidance on approaches to delivery of this Unit

Centres are encouraged to be creative in their approach to delivering this Unit. It is entirely possible to deliver and assess it in tandem with other Units of the *HN Radio* award as a project-based Unit provides more opportunities to apply new skills.

Outcome 1 can be assessed orally or by written submission.

Outcome 2 can be observed by the assessor, with an appropriate checklist to record behaviour. This could be supported by written/oral evidence produced by the learner.

For Outcome 3 learners could keep a diary of their progress and thoughts throughout a team-based (or series of team based) activities, recording their input to the management of the project and reflecting on its effectiveness. These notes can form their evidence for part of this Outcome, accompanied by an action plan for future improvements.

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.

Outcome 1 can be assessed orally, by written submission or in the form of an audio programme that covers the various Evidence Requirements. It concentrates on the basics of current employment law as applied to the radio industry and may be assessed open-book as the intention is for learners to be able to understand and apply legislation rather than quote statutes.

Outcome 2 is a practical assessment of the learner's ability to devise and implement a strategy for the radio station operation. This will include learners considering the audience demographics, proposing a name for the station and outlining the programming policy. Learners will also be required to outline the proposed brand and image of the station including its online presence and use of social media and identify and position talent effectively within programming guidelines.

Outcome 2 can be assessed separately or jointly with Outcome 3.

Outcome 3 revolves around reviewing the operation of the radio station and the learner evaluating the contribution of self and other team members. Learners will also be required to analyse effectively the strengths and weaknesses of the radio station operational policy in a given scenario, ie both the process and the product. The scenario could be the same for all of a group, a choice from several options, or a naturally emerging issue in the course of programme making.

Higher National Unit Support Notes (cont)

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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.

Opportunities for developing Core and other essential skills

There are opportunities to develop the Core Skills of *Communication* and *Working with Others* at SCQF level 6 in this Unit, in Outcome 2 especially as the learner is required to communicate effectively with a range of staff.

There is no automatic certification of Core Skills or Core Skills components.

History of changes to Unit

Version	Description of change	Date

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General information for learners

Unit title: Radio Station Operation (SCQF level 8)

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 knowledge and skills in the area of Radio Station Operation. You will develop your knowledge of the legal requirements for employers of both freelance and permanent staff in a radio station environment. You will also devise and implement a strategy for a radio station operation. This will involve you in considering the demographics of the audience; proposing a name for the station; developing ideas for the brand and image of the station and proposing the programming policy, for example, the radio station's music policy. The branding and imaging of the radio station should include the use of social media and consideration of the station's online presence.

Finally you will be required to evaluate the operation of the radio station including the strengths and weaknesses of both the process and the product and the contribution of both the team and yourself in the operation of the radio station.