



Higher National Unit specification

General information

Unit title: Radio: Law: Ethics and Compliance (SCQF level 8)

Unit code: H9DT 35

Superclass: EC

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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 learners to consider broader ethical issues in relation to broadcasting.

Outcomes

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

- 1 Apply the current Regulatory Codes(s) to a series of case studies.
- 2 Devise guidelines for a code of conduct for producing a radio show.

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 it is recommended that learners have completed or are in the process of completing the HNC in Radio award prior to commencing this Unit.

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

Apply the current Regulatory Codes(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

Outcome 2

Devise guidelines for a code of conduct for producing a radio show.

Knowledge and/or Skills

- ◆ Editorial guidelines
- ◆ Regulatory codes
- ◆ Ethical practice
- ◆ Health and Safety and risk assessment
- ◆ Social media

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:

Outcome 1

- ◆ 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 and station response
- application of analysis and interpretation of compliance to reach an 'adjudication'

Outcome 2

- ◆ identify relevant Regulatory Codes for a radio show.
- ◆ devise a code of conduct incorporating ethical editorial guidelines to ensure compliance with relevant regulatory code.
- ◆ produce a social media code of conduct applicable to a radio show.
- ◆ create and adapt a compliance form that can be used to ensure operation within the guidelines.
- ◆ outline the importance of health and safety and define the purpose of a risk assessment.



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.

Learners should be familiar with the regulatory framework which governs UK broadcasting including the role of the broadcast regulator Ofcom and the BBC Trust as well as those organisations which govern advertising. This should cover:

- ◆ Editorial guidelines
- ◆ Ofcom Broadcasting Code
- ◆ BCAP specifically, Codes of Advertising Practice generally and the role of the Advertising Standards Authority
- ◆ Health and Safety and risk assessment

At the time of writing, information on the BBC Editorial Guidelines and also links to the Ofcom Broadcasting Code could be found at the following:

<http://www.bbc.co.uk/commissioning/radio/compliance-and-policy/>

Guidance on the content and context for this Unit

Learners 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. Learners 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.

Higher National Unit Support Notes (cont)

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Guidance on approaches to delivery of this Unit

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. Learners should also be made aware of specific legislative obligations that the Regulatory Code(s) are required to analyse, interpret and enforce.

For Outcome 1 case studies based on adjudications by the various regulatory bodies could be used for learners 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 learners' '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 learners, though there is no need to seek out overly contentious or complex issues for assessment.

For Outcome 2, learners will be required to devise guidelines for a code of conduct for producing a radio show. This Unit does not require learners to produce the radio show but it could be integrated with Units where learners are presenting radio shows, eg *Advanced Radio Presentation* and/or *Radio: Complex News Production, Magazine Production, Technical Operations: Studio*.

Learners should comply with the relevant Ofcom guidelines when presenting or producing a radio show. Learners should consider the Ofcom broadcasting code and identify the main areas of the code that apply specifically to their radio show. They could assume the role of presenter or producer and decide what needs to be taken into account (legal and ethical considerations) before broadcasting. This could include for example:

- ◆ social media guidelines
- ◆ audio release forms
- ◆ protection of under-18s
- ◆ song content
- ◆ language that can/cannot be used
- ◆ promotion of drugs
- ◆ handling abusive calls/tweets
- ◆ the need for presenters to be aware of the fine line between presenting and promoting something

They will then develop guidelines on the relevant aspects of the Ofcom Code and create and adapt a compliance form.

In terms of health and safety and risk assessment, learners will outline the importance of health and safety and define the purpose of a risk assessment. It may be helpful if integrating with Unit *Advanced Radio Presentation* and/or *Radio: Complex Technical Operations: Studio* for tutors to provide learners with a template risk assessment form which they could complete to ensure cognizance is taken of all potential risks.

Higher National Unit Support Notes (cont)

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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 could be assessed by written and/or recorded oral responses to a series of case studies to which the learner will apply their knowledge of the regulatory issues. (Ofcom's Broadcast Bulletins, ASA's and the BBC Trust's adjudications, all available online, are a valuable resources both for Teaching and Assessment materials.)

Outcome 2 could be assessed by the learner's development and production of a radio guidelines document that illustrates rules and procedures in relation to compliance and broader ethical matters. The document could also determine how complaints regarding content or programming will be handled.

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, 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 learner to produce guidelines for a radio show. Outcome 1 provides opportunities to develop the Core Skill of *Problem Solving* as the learner is required to analyse and develop responses to a series of case studies.

History of changes to Unit

Version	Description of change	Date

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General information for learners

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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.

Radio broadcasting is a powerful social force and is regulated to ensure that the public is 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.

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 radio programme to help staff ensure their work complies with current regulation and station policy.