

Level 3 Diploma in Radio

Credit Value: 40 (minimum)

Guided Learning Hours: dependent on the pathway

Aim of the qualification:

This qualification, which has been developed with a group of industry practitioners and employers, assesses the competence of learners who would like to enter or who already work in the radio industry. The qualification is structured in such a way that learners can take a broad combination of units, or choose one of six specialised pathways in: content; technical production; production; research; image and commercial production; presentation.



Rules of Combination

Rules of combination for Level 3 Diploma in Radio (6 pathways)	Credits
Total credits for qualification	40
Core mandatory units (Group A)	10
RC1 Work effectively in radio	6
RC2 Research the structure of the radio industry	4
Optional units for generic Radio title (Group B)	
RC3 Research audiences for radio	4
RC4 Contribute to the creative process in radio	4
RC5 Originate and develop ideas for radio content	6
RC6 Undertake research for radio	6
RC7 Work to a brief for radio content	3
RC8 Pitch ideas for radio content	3
RC9 Evaluate ideas for radio content	3
RC10 Write for radio	6
RC11 Write for multi-platform use in radio	6
RC12 Manage audio material	6
RC13 Operate a radio studio	6
RC14 Record audio on location and in the studio	6
RC15 Edit, process and mix audio	6
RC20 Assist with radio productions	3
RC21 Know how to produce speech content for radio	3
RC22 Produce music radio	3
RC23 Produce multi-platform content for radio	3
RC24 Produce live radio broadcasts	6



RC26 Know how to produce station branding, trails and commercials	4
RC28 Use and develop the voice for radio	3
RC29 Present a radio programme	6
RC30 Prepare for and conduct radio interviews	3
RC31 Comply with the law when working in radio	6
RC32 Conduct yourself ethically when working in radio	4
Minimum credits from Group B (40-10=)	30
Specialised Pathways	
Core mandatory units must be taken as part of all pathways Certain units must also be taken as part of each pathway The remaining credits can be made up of any units in the generic Radio title group (Group B)	
Technical production	
Mandatory Technical units (Group C)	
RC12 Manage audio material	6
RC13 Operate a radio studio	6
RC14 Record audio on location and in the studio	6
RC15 Edit, process and mix audio	6
Total	24
Minimum credits from Group B (40-24-10=)	6
Highlighted options for NCFE's handbooks are RC20 and RC24	
Content	
Mandatory Content units (Group D)	
RC5 Originate and develop ideas for radio content	6
Total	6
Specialised Content Units (Group E)	
RC4 Contribute to the creative process in radio	4



RC6 Undertake research for radio	6
RC7 Work to a brief for radio content	3
RC8 Pitch ideas for radio content	3
RC9 Evaluate ideas for radio content	3
RC10 Write for radio	6
RC11 Write for multi-platform use in radio	6
Credits from specialist options group	12 - 24
Minimum credits from Group B	0 - 12
Production	
Mandatory Production units (Group F)	
RC20 Assist with radio productions	3
RC21 Know how to produce speech content for radio	3
RC22 Produce music radio	3
RC23 Produce multi-platform content for radio	3
RC24 Produce live radio broadcasts	6
RC26 Know how to produce station branding, trails, ads	6
Total	24
Minimum credits from Group B (40-24-10=)	6
Research	
Mandatory Research units (Group G)	
RC31 Comply with the law when working in radio	6
RC32 Conduct yourself ethically when working in radio	4
RC3 Research audiences for radio	4
RC6 Undertake research for radio	6
Total	20
Minimum credits from Group B (40-20-10=)	10



Image and commercial production	
Mandatory Image and commercial production units (Group H)	
RC8 Pitch ideas for radio content	3
RC9 Evaluate ideas for radio content	3
RC26 Know how to produce station branding, trails, ads	6
RC10 Write for radio	6
RC3 Research audiences for radio	4
Total	22
Minimum credits from Group B (40-22-10=)	8
Highlighted option for NCFE's handbooks is RC23	
Presentation	
Mandatory Presentation units (Group I)	
RC13 Operate a radio studio	6
RC28 Use and develop the voice for radio	3
RC29 Present a radio programme	6
RC30 Prepare for and conduct radio interviews	3
Total	18
Minimum credits from Group B (40-18-10=)	12
Highlighted options for NCFE's handbooks are RC24 and RC3	

Credit Values and Guided Learning Hours

Unit title	Formal input	Additional activities	Assessment	Total	GLH	Credits
RC1 Work effectively in radio	30	10	20	60	50	6
RC2 Research the structure of the radio industry	20	10	10	40	30	4
RC3 Research audiences for radio	20	10	10	40	30	4
RC4 Contribute to the creative process in radio	20	10	10	40	30	4
RC5 Originate and develop ideas for radio content	20	20	20	60	40	6
RC6 Undertake research for radio	20	20	20	60	40	6
RC7 Work to a brief for radio content	10	10	10	30	20	3
RC8 Pitch ideas for radio content	10	10	10	30	20	3
RC9 Evaluate ideas for radio content	10	10	10	30	20	3
RC10 Write for radio	20	20	20	60	40	6
RC11 Write for multi-platform use in radio	20	20	20	60	40	6
RC12 Manage audio material	20	10	30	60	50	6
RC13 Operate a radio studio	20	10	30	60	50	6
RC14 Record audio on location and in the studio	20	10	30	60	50	6
RC15 Edit, process and mix audio	20	10	30	60	50	6
RC20 Assist with radio productions	10	10	10	30	20	3
RC21 Know how to produce speech content for radio	10	10	10	30	20	3
RC22 Produce music radio	10	10	10	30	20	3
RC23 Produce multi-platform content for radio	10	10	10	30	20	3
RC24 Produce live radio broadcasts	20	10	30	60	50	6
RC26 Know how to produce station branding, radio trails and commercials	10	10	20	40	30	4
RC28 Use and develop the voice for radio	10	10	10	30	20	3
RC29 Present a radio programme	10	20	30	60	40	6
RC30 Prepare for and conduct radio interviews	10	10	10	30	20	3
RC31 Comply with the law when working in radio	30	10	20	60	50	6
RC32 Conduct yourself ethically when working in radio	20	10	10	40	30	4



GLH (Figures shown under 'optional' indicate *maximum* GLH for pathway)

Pathway	Core	Mandatory Pathway	Optional Pathway	Optional Generic	Total
Generic radio title	80	-	-	250	330
Technical	80	200	-	50	330
Content Creation	80	40	90	100	310
Production	80	160	-	50	290
Research	80	150	-	80	310
Image and commercial production	80	140	-	80	300
Presentation	80	130	-	100	310



Title:	Work effectively in radio		
Level:	3		
Credit value:	6		
Learning outcomes <i>The learner will be able to:</i>	Assessment criteria <i>The learner can:</i>		
1 Understand key issues relating to the medium of radio	1.1	Explain what makes the medium of radio distinctive	
	1.2	Explain the creative and technical possibilities of radio	
	1.3	Describe current innovations in radio	
	1.4	Explain the role of radio within the converging media landscape	
	1.5	Describe different genres in music and/or speech radio	
	1.6	Describe programme formats and/or station styles in music and/or speech radio	
	1.7	Explain how own role/anticipated role relates to other roles in radio	
2 Be able to work creatively and effectively in radio as part of a team	2.1	Propose different ideas for radio and related multi-platform content, identifying the key strengths and limitations	
	2.2	Work collaboratively with colleagues, sharing knowledge and ideas	
	2.3	Conduct discussions and negotiations in a way that promotes co-operation and goodwill	
	2.4	Seek and respond constructively to advice or feedback from other relevant parties on aspects of own work	
	2.5	Adapt own work and/or behaviour in response to feedback from other relevant parties	



	2.6	Operate current industry standard equipment and software competently and safely
	2.7	Use appropriate conventions for naming and storing digital data to facilitate identification and access by self and others
	2.8	Produce work of the required standard, balancing creative needs with time and budgetary constraints
	2.9	Devise contingency plans for potential setbacks affecting own ability to deliver the work on time
	2.10	Implement contingency plans as required
3 Understand ways of maintaining the currency of own skills and knowledge	3.1	Identify relevant sources of information to keep own skills and knowledge up to date
	3.2	Maintain up-to-date awareness of market developments, new technologies, creative ideas and techniques, and best practice
4 Understand the legal and regulatory environments in which the radio industry operates	4.1	Identify key aspects of laws and regulations relating to the radio industry
	4.2	Identify key aspects of industry standards and guidelines relating to best practice in the radio industry
	4.3	Comply with all relevant laws and regulations governing the radio industry as a whole
	4.4	Comply with specific codes of conduct in own organisation
Unit purpose and aim(s)	The unit aims to familiarise learners with the core knowledge, skills and attitudes required to work effectively in radio. It includes having an enthusiasm for radio and a broad understanding of the medium of radio and its possibilities, and its place in a converging media world. It also includes an awareness of the legal and regulatory environments in which the radio industry operates, an understanding of how to work creatively and effectively as part of a team, a good level of technical competence and general IT skills, familiarity with up-to-date industry standard equipment and software, and how to keep own skills and knowledge up to date.	



Unit expiry date	
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula	Linked to Skillset's Radio Content Creation NOS: RC1
Assessment requirements or guidance specified by a sector or regulatory body	See attached assessment requirements
Support for the unit from a sector skills council or other appropriate body	The unit was developed in collaboration with Skillset
Location of the unit within the subject/sector classification system	09 Arts, Media and Publishing 09.3 Media and Communication
Name of the organisation submitting the unit	
Availability for use	Shared
Unit availability from	
Unit guided learning hours	50



Title:	Research the structure of the radio industry	
Level:	3	
Credit value:	4	
Learning outcomes <i>The learner will be able to:</i>	Assessment criteria <i>The learner can:</i>	
1 Understand key issues relating to the medium of radio	1.1	Explain the overall structure of the contemporary radio industry, identifying the characteristics of its sub sectors
	1.2	Explain key differences between different sub sectors of the radio industry
	1.3	Explain the implications of different business models and sources of funding in the radio industry
	1.4	Explain the roles of a range of key stakeholders in the radio industry
2 Understand job roles and opportunities in the radio industry	2.1	Explain key functions and jobs in the radio industry
	2.2	Explain the needs for and expectations of multi-skilling in different roles in the radio industry
3 Understand the impact of key changes in the radio industry	3.1	Explain the impact of changing digital technologies on the radio industry
	3.2	Explain the implications of multi-platform distribution of audio content identifying a range of different broadcast platforms
Unit purpose and aim(s)	The unit aims to enable learners to research the structure of the radio industry to develop their understanding of the structure of the wider radio industry, its sub-sectors, business models, sources of funding, key stakeholders, the range of employment opportunities and different job roles. It involves establishing an overview of the market in which radio organisations operate and the impact of changing technologies and media convergence.	
Unit expiry date		



Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula	Linked to Skillset's Radio Content Creation NOS
Assessment requirements or guidance specified by a sector or regulatory body	See attached assessment requirements
Support for the unit from a sector skills council or other appropriate body	The unit was developed in collaboration with Skillset
Location of the unit within the subject/sector classification system	09 Arts, Media and Publishing 09.3 Media and Communication
Name of the organisation submitting the unit	
Availability for use	Shared
Unit availability from	
Unit guided learning hours	30



Title:	Research audiences for radio	
Level:	3	
Credit value:	4	
Learning outcomes <i>The learner will be able to:</i>	Assessment criteria <i>The learner can:</i>	
1 Understand how to identify a target radio audience	1.1	Explain, how, why and where people listen to the radio or access audio content on different platforms
	1.2	Explain key principles of audience research techniques, identifying strengths and limitations
	1.3	Explain key principles of demographics and market segmentation, identifying distinct audience groups with shared characteristics
	1.4	Explain how and why particular radio content and its means of distribution is intended to appeal to different target audiences
	1.5	Explain the role of Radio Joint Audience Research (RAJAR) in collecting, providing and defining audience information
	1.6	Interpret relevant sources of information about audiences and their behaviour to identify the target audience for a specific station or specific programme content
	1.7	Describe the key characteristics of the identified target audience
2 Be able to develop material for an identified target radio audience	2.1	Develop a station style for the identified target audience explaining the reason(s) for choice
	2.2	Develop programme content for an identified target audience explaining the reason(s) for choice
	2.3	Identify the distribution platform for an identified target audience explaining the reason(s) for choice



Unit purpose and aim(s)	The unit aims to enable learners to undertake research on radio audience and to attract them. It involves recognising different station styles, identifying the intended audience for particular radio programming and other audio content and understanding the potential of different distribution platforms. It includes understanding audience figures and market research and knowing where to find such information and how to interpret it.
Unit expiry date	
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula	Linked to Skillset's Radio Content Creation NOS: RC3
Assessment requirements or guidance specified by a sector or regulatory body	See attached assessment requirements
Support for the unit from a sector skills council or other appropriate body	The unit was developed in collaboration with Skillset
Location of the unit within the subject/sector classification system	09 Arts, Media and Publishing 09.3 Media and Communication
Name of the organisation submitting the unit	
Availability for use	Shared
Unit availability from	
Unit guided learning hours	30



Title:	Contribute to the creative process in radio	
Level:	3	
Credit value:	4	
Learning outcomes <i>The learner will be able to:</i>	Assessment criteria <i>The learner can:</i>	
1 Understand key aspects of the creative process in radio	1.1	Compare the role of creativity and creative thinking in different genres of radio
	1.2	Define the concepts of format and structure in radio station output
	1.3	Define the concepts of format and structure in radio programmes
	1.4	Describe creative opportunities of existing and emerging forms of multiplatform distribution, identifying limitations
	1.5	Identify techniques used to generate ideas and stimulate creative thinking
	1.6	Explain how to apply key principles of storytelling to the creation of effective radio content
	1.7	Explain the benefits of collaborative working and knowledge sharing
	1.8	Explain how to take acceptable risks to create, innovate and improve own practice
2 Be able to contribute to the creative process in radio	2.1	Identify the creative possibilities in different genres of radio
	2.2	Identify different platforms for distribution of audio content
	2.3	Develop creative content using appropriate format and structure
	2.4	Use a range of creative thinking techniques to generate ideas
	2.5	Identify practical ways to overcome potential



	barriers to creativity
	2.6 Present own ideas to others to gain their support
	2.7 Respond constructively to the ideas of others
Unit purpose and aim(s)	
The unit aims to enable learners to analyse and demonstrate how to contribute to the creative process in radio. It includes how to think creatively, collaborate with others and overcome obstacles to creativity.	
Unit expiry date	
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula	
Linked to Skillset's Radio Content Creation NOS: RC4	
Assessment requirements or guidance specified by a sector or regulatory body	
See attached assessment requirements	
Support for the unit from a sector skills council or other appropriate body	
The unit was developed in collaboration with Skillset	
Location of the unit within the subject/sector classification system	
09 Arts, Media and Publishing 09.3 Media and Communication	
Name of the organisation submitting the unit	
Availability for use	
Shared	
Unit availability from	
Unit guided learning hours	
30	



Title:	Originate and develop ideas for radio content	
Level:	3	
Credit value:	6	
Learning outcomes <i>The learner will be able to:</i>	Assessment criteria <i>The learner can:</i>	
1 Understand station or programme requirements	1.1	Identify the station or programme at which a particular idea is aimed
	1.2	Describe key characteristics of the target audience(s) of the station or programme
	1.3	Explain the requirements of the station or programme
	1.4	Identify the expectations of commissioning decision-makers for the station or programme
	1.5	Explain how relevant aspects of law, regulation or editorial policy should be addressed
2 Understand how to originate and develop realistic proposals to meet station or programme requirements	2.1	Use appropriate research methods to originate and develop ideas with the potential to meet production requirements drawing on relevant sources of specialist knowledge
	2.2	Work collaboratively with others to discuss and test initial ideas developing considered proposals for radio content
	2.3	Develop the detail of ideas to demonstrate the potential for achievement within available resources/budget and timescale
	2.4	Explain how factors that have determined the success or failure of past programmes have been taken into account in developing particular ideas
	2.5	Use available and accessible sources to verify the originality of ideas
	2.6	Identify appropriate opportunities to exploit an idea across various platforms to create interactive content



3 Be able to develop creative content to meet station or programme requirements	3.1	Develop creative content for an identified target audience
	3.2	Explain how and why a particular idea is likely to appeal to the identified target audience
Unit purpose and aim(s)		
		The unit aims to enable learners to originate and develop ideas for radio content and apply both creative thinking and an understanding of the context to ideas. It includes understanding station or programme requirements and different genres, and identifying factors which have contributed to past successes or failures. It involves using appropriate research methods, accessing reliable sources of information, and confirming that proposals are achievable with budget limits.
Unit expiry date		
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula		Linked to Skillset's Radio Content Creation NOS: RC5
Assessment requirements or guidance specified by a sector or regulatory body		See attached assessment requirements
Support for the unit from a sector skills council or other appropriate body		The unit was developed in collaboration with Skillset
Location of the unit within the subject/sector classification system		09 Arts, Media and Publishing 09.3 Media and Communication
Name of the organisation submitting the unit		
Availability for use		Shared
Unit availability from		
Unit guided learning hours		40



Title:	Undertake research for radio content	
Level:	3	
Credit value:	6	
Learning outcomes <i>The learner will be able to:</i>	Assessment criteria <i>The learner can:</i>	
1 Understand the purpose and use of research for radio content	1.1	Identify areas for research relevant to the programme or content brief
	1.2	Explain how the purpose of an identified research proposal relates to key characteristics of the radio programme or content and its target audience
2 Understand how to plan research for radio content	2.1	Understand how to plan research for radio content
	2.2	Identify key parameters for radio content and the related research proposal
	2.3	Itemise the practical research tasks involved in a research proposal
	2.4	Identify different sources of potential information, agreeing the use of specialist sources
3 Understand how to collect and record relevant information	3.1	Explain the importance of keeping clear, detailed, accurate and up-to-date records
	3.2	Maintain clear, detailed, accurate and up-to-date records, storing them securely
	3.3	Devise questions and questioning techniques as relevant to the research brief
	3.4	Explain how individuals will be approached for information
	3.5	Explain how to undertake effective internet research
	3.6	Collect relevant, authentic and accurate information from individuals and other sources, ensuring the information is sufficient to enable judgements of its value to be made



4 Understand how to analyse relevant information	4.1 Explain why the sources of information used are reliable
	4.2 Identify any inconsistent or contradictory information
	4.3 Review all information to select the material most suitable for realisation of the research brief
	4.4 Use information from research to produce coherent and concise briefing notes for the end-user
5 Understand legal and ethical issues relevant to radio content research	5.1 Explain legal and ethical considerations which affect the use of information
	5.2 Explain restrictions and conditions attached to information use
	5.3 Explain the implications of using copyright material
	5.4 Explain potential legal risks, factual errors and breaches of codes of conduct involved in using material from internet sources
	5.5 Identify potential legally contentious areas in own research, obtaining appropriate advice as required
Unit purpose and aim(s)	The unit aims to enable learners to undertake research for radio. It involves having a clear understanding of the purpose of research and how it will be used. It includes using a wide range of sources to collect information, analysing information and an understanding of copyright issues and legal and ethical constraints.
Unit expiry date	
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula	Linked to Skillset's Radio Content Creation NOS: RC6
Assessment requirements or guidance specified by a sector or regulatory body	See attached assessment requirements
Support for the unit from a sector skills council or other appropriate body	The unit was developed in collaboration with Skillset
Location of the unit within the	09 Arts, Media and Publishing



subject/sector classification system	09.3 Media and Communication
Name of the organisation submitting the unit	
Availability for use	Shared
Unit availability from	
Unit guided learning hours	40



Title:	Work to a brief for radio content	
Level:	3	
Credit value:	3	
Learning outcomes <i>The learner will be able to:</i>	Assessment criteria <i>The learner can:</i>	
1 Understand key issues relating to working to a brief for radio content	1.1	Explain the background context for the commission, identifying whether it is competitive
	1.2	Summarise different ways of responding to the brief
	1.3	Explain how to factor in contingencies in response to potential problems
2 Be able to interpret a brief for radio content	2.1	Communicate effectively about the brief with all relevant parties
	2.2	Identify which elements of the brief are fixed or negotiable
	2.3	Identify the budget, deadlines, resources, target audience and objectives of the brief
3 Be able to respond to a brief for radio content	3.1	Write up the brief as necessary in an appropriate format, identifying agreed areas of responsibility
	3.2	Respond effectively to problems and changing circumstances as required, keeping relevant parties informed
	3.3	Deliver the content to the commissioner within agreed parameters
Unit purpose and aim(s)	The unit aims to enable learners to work to a specific brief for required radio content. It involves identifying key aspects of and parameters for the brief and delivering content in line with agreed parameters, working effectively with whoever has commissioned the work.	
Unit expiry date		
Details of the relationship between the unit and relevant national occupational standards	Linked to Skillset's Radio Content Creation NOS: RC7	



or other professional standards or curricula	
Assessment requirements or guidance specified by a sector or regulatory body	See attached assessment requirements
Support for the unit from a sector skills council or other appropriate body	The unit was developed in collaboration with Skillset
Location of the unit within the subject/sector classification system	09 Arts, Media and Publishing 09.3 Media and Communication
Name of the organisation submitting the unit	
Availability for use	Shared
Unit availability from	
Unit guided learning hours	20



Title:	Pitch ideas for radio content	
Level:	3	
Credit value:	3	
Learning outcomes <i>The learner will be able to:</i>	Assessment criteria <i>The learner can:</i>	
1 Understand key issues relating to presenting ideas for radio content	1.1	Describe key characteristics of the potential audience and market for radio content
	1.2	Describe key characteristics of the station style or programme format for radio content
	1.3	Explain how to demonstrate that an idea or script is original and meets production requirements
	1.4	Explain how to estimate production costs
	1.5	Explain how ideas are realised in different environments, identifying associated costs and technical and logistical implications
2 Be able to present ideas for radio content	2.1	Include sufficient, relevant and accurate background information to support own proposal(s)
	2.2	Make proposals within timescales and budget, identifying key elements of the production clearly and accurately
	2.3	Present own proposal(s) clearly in an appropriate format, making a compelling and succinct case for the idea(s)
	2.4	Respond confidently and positively to questions and criticisms as required
	2.5	Adapt own proposal(s) as required in response to feedback from others
3 Understand legal, ethical and regulatory issues relevant to pitching ideas	3.1	Identify legal and ethical issues which affect the use of information
	3.2	Identify relevant copyright restrictions



for radio content	3.3	Identify relevant aspects of current broadcasting codes of practice
	3.4	Ensure that own ideas are compatible with legal and copyright restrictions and current broadcasting codes of practice
Unit purpose and aim(s)		
Unit purpose and aim(s)		The unit aims to enable learners to pitch ideas for radio content. It includes being clear about the key elements of a pitch and what makes an idea or script distinctive. It also includes, providing all relevant background information and taking into account legal and copyright restrictions and current broadcasting codes of practice.
Unit expiry date		
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula		Linked to Skillset's Radio Content Creation NOS: RC8
Assessment requirements or guidance specified by a sector or regulatory body		See attached assessment requirements
Support for the unit from a sector skills council or other appropriate body		The unit was developed in collaboration with Skillset
Location of the unit within the subject/sector classification system		09 Arts, Media and Publishing 09.3 Media and Communication
Name of the organisation submitting the unit		
Availability for use		Shared
Unit availability from		
Unit guided learning hours		20



Title:	Evaluate ideas for radio content	
Level:	3	
Credit value:	3	
Learning outcomes <i>The learner will be able to:</i>	Assessment criteria <i>The learner can:</i>	
1 Understand how to select ideas for radio content	1.1	Identify programme and station requirements against which ideas are to be judged
	1.2	Describe key characteristics of potential audiences
	1.3	Identify the specific criteria for judging and selecting ideas
	1.4	Explain key strengths and limitations of ideas for radio content in relation to the specific selection criteria
	1.5	Identify levels of acceptable creative risk in the pursuit of new and original ideas
	1.6	Select ideas that have the greatest potential for meeting programme requirements
	1.7	Explain clearly the reasons for selecting and rejecting ideas
	1.8	Provide constructive feedback to others about their ideas
2 Understand how to develop an idea for radio content	2.1	Identify the cost, technical and logistical implications of realising an idea
	2.2	Define the concepts of format and structure as relevant to the development of an idea for radio content
	2.3	Explain how the development of an ideas meets programme requirements
	2.4	Provide sufficient opportunities for other relevant parties to contribute to the development of an idea



3 Understand legal, regulatory and organisational requirements relevant to evaluating ideas for radio content	3.1 Identify key aspects of laws, industry regulations and organisational guidelines relevant to an idea
	3.2 Ensure that own practice complies with relevant laws, industry regulations and organisational guidelines
Unit purpose and aim(s)	
The unit aims to enable learners to evaluate ideas for radio content in relation to programme and station requirements. It involved selecting ideas that have the potential to meet these requirements and explaining why some ideas have been selected and other rejected. It also involves determining appropriate treatments for selected ideas.	
Unit expiry date	
Linked to Skillset's Radio Content Creation NOS: RC9	
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula	
See attached assessment requirements	
Assessment requirements or guidance specified by a sector or regulatory body	
The unit was developed in collaboration with Skillset	
Support for the unit from a sector skills council or other appropriate body	
Location of the unit within the subject/sector classification system	
09 Arts, Media and Publishing 09.3 Media and Communication	
Name of the organisation submitting the unit	
Availability for use	
Shared	
Unit availability from	
Unit guided learning hours	
20	



Title:	Write for radio	
Level:	3	
Credit value:	6	
Learning outcomes <i>The learner will be able to:</i>	Assessment criteria <i>The learner can:</i>	
1 Demonstrate how to vary language, content and style to suit different genres, formats and target audiences	1.1	Explain key techniques of writing for the ear to address the individual listener clearly and directly
	1.2	Explain the importance of varying language, content and style to suit different stations, programmes or programme content in order to engage with the target audience
	1.3	Write clearly and accurately in a conversational and readable style, avoiding use of jargon and cliché and using phonetics when required
	1.4	Write the script, varying language, content and approach to suit the requirements of the genre, format and target audience
	1.5	Check the accuracy of the script content
2 Understand writing for different purposes	2.1	Identify the purpose and intended use for a specific script
	2.2	Explain how to write scripts to suit the vocal style of a presenter or performer
	2.3	Write the script using relevant layout and annotation as required by the genre and purpose
	2.4	Write appropriate intros, cues, outros or back announcements, avoiding duplication between cue and script
	2.5	Explain when to add script to natural sound to enhance story telling
3 Be able to work to agreed deadlines	3.1	Agree the timescales, deadlines and length of the required script
	3.2	Deliver scripts to agreed lengths and deadlines,



	informing relevant colleagues promptly if any difficulties arise
4 Understand legal and regulatory requirements relevant to writing for radio	4.1 Identify key aspects of relevant laws, industry regulations and organisational guidelines
	4.2 Ensure that own practice complies with relevant laws, industry regulations and organisational guidelines
Unit purpose and aim(s)	
	The unit aims to enable learners to write material for radio. It requires varying language, content and style to suit different genres, formats and different audiences. It involves understanding how to write for different purposes. It also involves working to agreed deadlines and ensuring compliance with relevant laws and regulations.
Unit expiry date	
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula	Linked to Skillset's Radio Content Creation NOS: RC10
Assessment requirements or guidance specified by a sector or regulatory body	See attached assessment requirements
Support for the unit from a sector skills council or other appropriate body	The unit was developed in collaboration with Skillset
Location of the unit within the subject/sector classification system	09 Arts, Media and Publishing 09.3 Media and Communication
Name of the organisation submitting the unit	
Availability for use	Shared
Unit availability from	
Unit guided learning hours	40



Title:	Write for multi-platform use in radio	
Level:	3	
Credit value:	6	
Learning outcomes <i>The learner will be able to:</i>	Assessment criteria <i>The learner can:</i>	
1 Understand how to vary language, content and style to suit the target audience	1.1	Explain the importance of varying language, content and style to engage with different target audiences
	1.2	Identify the target audience for a specific text
	1.3	Write clearly and accurately in simple sentences, avoiding use of jargon and cliché
	1.4	Write text based content using a style suitable for the target audience
	1.5	Maintain a consistent style within written texts
	1.6	Maintain a consistent style between written and related texts
	1.7	Check the accuracy of all text(s)
2 Be able to write text for a specific platform and purpose	2.1	Identify the purpose of and platform for a specific text
	2.2	Write in a style suitable for the purpose and platform
3 Understand how to write for digital media	3.1	Structure the text-based content to suit the target audience and delivery medium, ensuring that it is easy to read and navigate
	3.2	Produce appropriate captions or descriptions to accompany different assets
	3.3	Provide clear, consistent and accessible wording for any hyperlinks
	3.4	Resolve any identified problems where possible, seeking assistance as necessary



4 Be able to work to agreed deadlines	4.1 Agree the timescales, deadlines and length of the required script
	4.2 Deliver scripts to agreed lengths and deadlines, informing relevant colleagues promptly if any difficulties arise
5 Understand legal and regulatory requirements relevant to writing for multi-platform use in radio	5.1 Identify key aspects of relevant laws and industry regulations
	5.2 Ensure that own script content complies with relevant laws and industry regulations
Unit purpose and aim(s)	The unit aims to enable learners to write for multi-platform use in radio. It requires varying language, content and style to suit the platform or delivery medium and the target audience. It involves understanding the purpose of text and the platform or medium. It also involves working to agreed deadlines and ensuring compliance with relevant laws and regulations.
Unit expiry date	
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula	Linked to Skillset's Radio Content Creation NOS: RC11
Assessment requirements or guidance specified by a sector or regulatory body	See attached assessment requirements
Support for the unit from a sector skills council or other appropriate body	The unit was developed in collaboration with Skillset
Location of the unit within the subject/sector classification system	09 Arts, Media and Publishing 09.3 Media and Communication
Name of the organisation submitting the unit	
Availability for use	Shared
Unit availability from	
Unit guided learning hours	40



Title:	Manage audio material	
Level:	3	
Credit value:	6	
Learning outcomes <i>The learner will be able to:</i>	Assessment criteria <i>The learner can:</i>	
1 Understand issues relating to the management of digital audio	1.1	Explain the key differences between analogue and digital audio
	1.2	Explain the key differences between mono and stereo audio, identifying the implications
2 Understand relevant audio equipment	2.1	Describe the key characteristics of microphones, accessories and applications
	2.2	Describe the operating characteristics of digital recorders
3 Be able to transfer audio material	3.1	Import audio from different sources into a digital workstation using the most appropriate methods
	3.2	Transfer audio between different audio workstations and applications using the most appropriate method
	3.3	Use an appropriate interface between source and destination when transferring audio
	3.4	Confirm that the sound material is in the desired format at the required level and has the appropriate dynamic range
	3.5	Export audio files to a range of appropriate media
	3.6	Find alternative solutions for importing and exporting digital audio as required
	3.7	Maintain the integrity of digital audio throughout its use within a digital audio workstation
	3.8	Complete recording within specified timescales
	3.9	Resolve any technical problems as required



4 Understand the use of different file formats for storing digital audio	4.1 Explain the difference between uncompressed and compressed file formats, identifying implications for use
	4.2 Explain different forms of compression, identifying implications for use
	4.3 Explain how the key characteristics of audio files are connected, identifying implications for use
	4.4 Explain how a file's audio characteristics will affect its size when stored on a digital audio workstation
	4.5 Explain which file formats are most appropriate to specific platforms and applications
	4.6 Save digital files securely in a format appropriate to the situation following best practice
Unit purpose and aim(s)	The unit aims to enable learners to manage audio material. It involves understanding basic technical principles in order to manage audio material efficiently when recording digital audio files and formats across a range of different computer applications, platforms and media. It includes understanding which file formats to use in specific situations and being able to make choices about transfer methods, compression, file naming and storage. It involves understanding how digital audio files are handled and displayed by work stations and the implications of carrying out specific functions. It requires the implementation of alternative file transfer and resolving technical problems where necessary.
Unit expiry date	
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula	Linked to Skillset's Radio Content Creation NOS: RC12
Assessment requirements or guidance specified by a sector or regulatory body	See attached assessment requirements
Support for the unit from a sector skills council or other appropriate body	The unit was developed in collaboration with Skillset
Location of the unit within the subject/sector classification system	09 Arts, Media and Publishing 09.3 Media and Communication



Name of the organisation submitting the unit	
Availability for use	Shared
Unit availability from	
Unit guided learning hours	50



Title:	Operate a radio studio	
Level:	3	
Credit value:	6	
Learning outcomes <i>The learner will be able to:</i>	Assessment criteria <i>The learner can:</i>	
1 Understand key issues relating to radio studio operation	1.1	Explain key differences between self-op and tech-op studios
	1.2	Explain the roles, responsibilities and hierarchies of studio production teams
	1.3	Explain key differences between studio operations for live or recorded programming
	1.4	Describe the different technical formats and technologies used to link studios
	1.5	Identify the range of potential remote sound sources
	1.6	Explain the importance of good studio discipline
	1.7	Identify the key characteristics of different digital playout systems
2 Be able to operate a radio studio	2.1	Operate studio equipment competently and safely
	2.2	Simultaneously select sound sources, use the mixing desk and operate the playout system
	2.3	Maintain an organised approach to studio operations, preparing for any potential problems
	2.4	Deal with information or direction given via headphones and talkback without interrupting the flow of a live broadcast
	2.5	Resolve any problems without distracting the audience where possible
3 Be able to liaise with	3.1	Work effectively with other members of the production team as required



appropriate personnel	3.2	Contact suitably qualified personnel to resolve any technical problems as required
4 Understand health and safety legislation and procedures relevant to operating a radio studio	4.1	Identify the requirements of relevant health and safety legislation and procedures
	4.2	Ensure that own practice complies with relevant health and safety legislation and procedures
Unit purpose and aim(s)	The unit aims to enable learners to operate a radio studio effectively. It involves being able to use individual pieces of equipment and co-ordinating their use under pressure. It requires an understanding of the basic principles of studio operation and the ability to adapt to a different configurations, formats and combinations of equipment.	
Unit expiry date		
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula	Linked to Skillset's Radio Content Creation NOS: RC13	
Assessment requirements or guidance specified by a sector or regulatory body	See attached assessment requirements	
Support for the unit from a sector skills council or other appropriate body	The unit was developed in collaboration with Skillset	
Location of the unit within the subject/sector classification system	09 Arts, Media and Publishing 09.3 Media and Communication	
Name of the organisation submitting the unit		
Availability for use	Shared	
Unit availability from		
Unit guided learning hours	50	



Title:	Record audio on location and in the studio.	
Level:	3	
Credit value:	6	
Learning outcomes <i>The learner will be able to:</i>	Assessment criteria <i>The learner can:</i>	
1 Understand key issues relating to recording audio	1.1	Explain key factors for consideration in recording audio from different sources
	1.2	Explain the implications of recording material to be edited or recorded for 'as live' transmission
	1.3	Describe the key characteristics and limitations of relevant equipment
	1.4	Explain the difference between automatic and manual level control, identifying the implications in different situations
2 Be able to record audio from a variety of sources	2.1	Test equipment to ensure it is working correctly
	2.2	Select appropriate microphones for given conditions, allowing for the particular characteristics of individual microphones when recording
	2.3	Ensure that the audio volume is appropriate by checking recording levels and monitor inputs
	2.4	Record audio on to the appropriate medium and format, taking account of the amount of original recorded material likely to be used in the final product
	2.5	Ensure there is sufficient and suitable audio material to make the editing process as straightforward as possible, taking account of any issues arising during recording
	2.6	Complete the recording within specified timescales
	2.7	Ensure that own actions do not present a safety hazard to others



3 Be able to resolve problems related to recording audio	3.1 Identify the acoustic characteristics of the studio or location to be used
	3.2 Check a location for its suitability for recording, making provision to minimise any noise
	3.3 Rectify any sound defects, system failures or mechanical breakdowns seeking appropriate assistance as required
4 Be able to name, label and store audio recordings	4.1 Name audio materials, labelling accurately according to appropriate protocols
	4.2 Store audio materials securely according to appropriate protocols
Unit purpose and aim(s)	The unit aims to enable learners to record audio on location and in the studio. It includes testing and checking equipment and recording audio from a variety of sources. It involves monitoring and identifying problems with the recording and formulating solutions in relation to any technical problems or changing specifications. It requires a basic understanding of acoustics in order to recognise and record broadcast quality sound. It also involves ensuring that recordings are appropriately named, labelled and stored.
Unit expiry date	
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula	Linked to Skillset's Radio Content Creation NOS: RC14
Assessment requirements or guidance specified by a sector or regulatory body	See attached assessment requirements
Support for the unit from a sector skills council or other appropriate body	The unit was developed in collaboration with Skillset
Location of the unit within the subject/sector classification system	09 Arts, Media and Publishing 09.3 Media and Communication
Name of the organisation submitting the unit	
Availability for use	Shared
Unit availability from	
Unit guided learning hours	50



Title:	Edit, process and mix audio	
Level:	3	
Credit value:	6	
Learning outcomes <i>The learner will be able to:</i>	Assessment criteria <i>The learner can:</i>	
1 Understand key issues relating to editing audio	1.1	Explain key elements of audio editing
	1.2	Explain the difference between destructive and non-destructive editing
	1.3	Identify the timescales and available budget for the edit
2 Be able to edit and process audio material	2.1	Identify the editorial intent, required artistic effect and target audience
	2.2	Establish how the edited material will be used
	2.3	Select the most appropriate audio editing software of technique for specific situations
	2.4	Select clips and structure audio in a way which tells a story clearly, accurately and fairly
	2.5	Select clips and structure audio in a way which reflects the key content of an interview without altering its meaning
	2.6	Select clips and structure audio in a way which preserves the integrity of an original musical performance
	2.7	Select edit points which create a smooth transition in the material to achieve the required effects
	2.8	Use digital audio files to carry out basic timeline based editing operations to meet the requirements of the brief
3 Be able to mix audio material	3.1	Use sound effects and acoustic effects appropriately
	3.2	Confirm that sources of sound have suitable



	acoustic qualities and appropriate dynamic range
	3.3 Create a sound mix, ensuring that the position and blend of sound sources achieve the required artistic effect
	3.4 Balance all elements of the audio material to meet the requirements of the target audience
	3.5 Confirm that transitions between sound sources are technically accurate
	3.6 Suggest practical solutions to any problems with the sound mix
4 Be able to complete relevant documentation	4.1 Label audio materials accurately following appropriate protocols
	4.2 Complete documentation clearly and accurately, ensuring it is up-to-date, accessible and in approved formats
Unit purpose and aim(s)	The unit aims to enable learners to carry out digital audio editing. It requires an understanding of how to structure the end product, selecting the most appropriate edit points and achieving edits which are technically and artistically satisfactory. It includes mixing audio to ensure that sound sources have the required quality, perspective and dynamic and that transitions are technically accurate. It involves creating a sound mix which achieves the required artistic effect and offering practical solutions if there are problems.
Unit expiry date	
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula	Linked to Skillset's Radio Content Creation NOS: RC15
Assessment requirements or guidance specified by a sector or regulatory body	See attached assessment requirements
Support for the unit from a sector skills council or other appropriate body	The unit was developed in collaboration with Skillset
Location of the unit within the subject/sector classification system	09 Arts, Media and Publishing 09.3 Media and Communication
Name of the organisation submitting the unit	



Availability for use	Shared
Unit availability from	
Unit guided learning hours	50



Title:	Assist with radio productions	
Level:	3	
Credit value:	3	
Learning outcomes <i>The learner will be able to:</i>	Assessment criteria <i>The learner can:</i>	
1 Be able to undertake administrative duties relating to radio productions	1.1	Acknowledge instructions promptly and accurately
	1.2	Carry out instructions promptly and accurately
	1.3	Ensure that producers' requirements are met prior to and during production
	1.4	Locate relevant sources of information, checking its accuracy
	1.5	Deal promptly with all related correspondence
	1.6	Check that equipment and materials are in a satisfactory condition for re-use
	1.7	Order replacement equipment and materials as required
	1.8	Establish the need for any licences, clearances, permissions and performance fees, taking account of any copyright and music licensing issues
	1.9	Maintain accurate and up-to-date records and documentation, ensuring compliance with relevant reporting requirements
	1.10	Contribute to the smooth recording of programmes or items, responding to any requests for assistance
	1.11	Carry out all duties within the limits of own authority and in accordance with managers' expectations
2 Be able to deal with	2.1	Conduct fact-finding conversations with potential contributors, summarising the outcome for each



guests and contributors	production
	2.2 Invite selected contributors to attend studios or locations at a mutually convenient time
	2.3 Greet guests and contributors courteously on arrival, informing them of health and safety requirements and studio/location practices
	2.4 Accompany guests and contributors to designated areas
	2.5 Introduce guests and contributors to relevant production personnel
	2.6 Inform the studio promptly if contributors are late
	2.7 Ensure that contracts are arranged for artistes and contributors as required
Unit purpose and aim(s)	The unit aims to enable learners to assist with radio productions. It is about accessing information for research purposes; dealing with correspondence and other queries; looking after guests and contributors; monitoring the use of resources and materials; organising contracts; and establishing the need for licences, clearances, permissions and performance fees.
Unit expiry date	
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula	Linked to Skillset's Radio Content Creation NOS: RC20
Assessment requirements or guidance specified by a sector or regulatory body	See attached assessment requirements
Support for the unit from a sector skills council or other appropriate body	The unit was developed in collaboration with Skillset
Location of the unit within the subject/sector classification system	09 Arts, Media and Publishing 09.3 Media and Communication
Name of the organisation submitting the unit	
Availability for use	Shared
Unit availability from	
Unit guided learning hours	20



Title:	Know how to produce speech content for radio	
Level:	3	
Credit value:	3	
Learning outcomes <i>The learner will be able to:</i>	Assessment criteria <i>The learner can:</i>	
1 Be able to identify, obtain and assemble speech content to meet production requirements	1.1	Identify the purpose and requirements of a production
	1.2	Identify the type of speech content needed to meet production requirements
	1.3	Select options for the speech content and its treatment which have the greatest potential to meet production requirements
	1.4	Confirm the availability of existing speech content material which matches the options selected
	1.5	Identify the need for any original speech content which may be required
	1.6	Specify the format in which the speech content is required, checking its availability
	1.7	Explain the requirements for speech content clearly to colleagues and/or external suppliers
	1.8	Identify appropriate alternative speech content as required
	1.9	Compare the costs of content with available budgets, taking prompt action to address identified budget overruns
	1.10	Sequence speech content in its final running order ensuring it offers the greatest potential to meet production requirements
2 Be able to evaluate obtained speech content	2.1	Check speech content on delivery to confirm that it meets production requirements
	2.2	Reject any material which fails to meet requirements and cannot be modified



	2.3	Encourage colleagues to evaluate and give feedback on the selected content
3 Understand legal, regulatory and organisational requirements relevant to producing speech content	3.1	Identify any licences, clearances and permissions which might be required
	3.2	Obtain all required licences, clearances and permissions to protect the interests of all relevant parties
	3.3	Identify potentially sensitive or contentious material, confirming that its use is within legal, regulatory and organisational requirements
	3.4	Ensure that the use of any music or copyright material is recorded and reported accurately
Unit purpose and aim(s)		The unit aims to enable learners with to produce speech content for radio. It involves identifying what speech content is needed to meet production requirements, explaining how to obtain speech content, and understanding related legal and regulatory issues.
Unit expiry date		
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula		Linked to Skillset's Radio Content Creation NOS: RC21
Assessment requirements or guidance specified by a sector or regulatory body		See attached assessment requirements
Support for the unit from a sector skills council or other appropriate body		The unit was developed in collaboration with Skillset
Location of the unit within the subject/sector classification system		09 Arts, Media and Publishing 09.3 Media and Communication
Name of the organisation submitting the unit		
Availability for use		Shared
Unit availability from		
Unit guided learning hours		20



Title:	Produce music radio	
Level:	3	
Credit value:	3	
Learning outcomes <i>The learner will be able to:</i>	Assessment criteria <i>The learner can:</i>	
1 Understand key contextual information relating to the production of music radio	1.1	Identify the purpose and requirements of a specific production/radio station format
	1.2	Describe the key characteristics of the target audience for a specific production/radio station format
	1.3	Identify the formats of music content required
	1.4	Identify the key requirements for recorded music content, drawing on production information
	1.5	Identify the differences between live, pre-recorded or automated programming, explaining the implications in relation to key requirements
2 Be able to obtain music to meet production requirements	2.1	Access identified sources for the music content as require
	2.2	Confirm the availability of the required music content with identified supply sources
	2.3	Identify appropriate alternative music content as required
	2.4	Check the music content on delivery to establish that it meets standards and requirements
3 Be able to assemble music content in its production order	3.1	Devise suitable music categories and clocks for input into standard scheduling systems, taking account of key principles of file management, evaluation of tracks and scheduling
	3.2	Assemble the recorded music content in its running order
	3.3	Confirm that the assembled music content is ready for transmission



	3.4	Confirm that materials meet the requirements for content, duration and consistency of quality
	3.5	Perform relevant and valid tests to confirm that material meet the required standards
	3.6	Confirm that the final running order offers the greatest potential for meeting production requirements
	3.7	Seek feedback from colleagues on the selected music content
	3.8	Keep accurate records of the details and duration of music used for clearance purposes
4	Be able to work within agreed budgets	4.1 Identify the budgets available for music content
	4.2	Compare the costs of content with available budgets
	4.3	Take prompt action to remedy any identified budget over-runs
5	Understand legal and regulatory issues relevant to producing music radio	5.1 Identify key aspects of current broadcasting standards and industry codes of practice
	5.2	Obtain any licences, clearances and permissions as required
	5.3	Ensure that arrangements for obtaining licences, clearances and permissions are sufficient to protect the interests of all relevant parties
	5.4	Confirm that the use of any potentially sensitive or contentious material is within broadcasting standards, rejecting materials which do not meet requirements or standards and which cannot be modified
Unit purpose and aim(s)		The unit aims to enable learners to produce music radio. It involves deciding what music is required for different types of station or programme, sourcing it and obtaining it. It also involves reviewing and adjusting selections to meet requirements, obtaining the appropriate clearances and permissions and assembling music content in its production order, whilst working within budget.
Unit expiry date		



Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula	Linked to Skillset's Radio Content Creation NOS: RC22
Assessment requirements or guidance specified by a sector or regulatory body	See attached assessment requirements
Support for the unit from a sector skills council or other appropriate body	The unit was developed in collaboration with Skillset
Location of the unit within the subject/sector classification system	09 Arts, Media and Publishing 09.3 Media and Communication
Name of the organisation submitting the unit	
Availability for use	Shared
Unit availability from	
Unit guided learning hours	20



Title:	Produce multi-platform content for radio	
Level:	3	
Credit value:	3	
Learning outcomes <i>The learner will be able to:</i>	Assessment criteria <i>The learner can:</i>	
1 Understand key contextual information relating to the production of multi-platform content for radio	1.1	Identify the practical uses and creative potential of the available technology
	1.2	Identify the relative importance of the types of platform available
	1.3	Describe the key characteristics and expectations of the intended target audience(s)
	1.4	Identify the context and purpose of the multi-platform content
2 Be able to produce multi-platform content to meet production requirements	2.1	Specify the resources required to maintain the content throughout its duration
	2.2	Provide content for online use in a suitable format for the intended target audience
	2.3	Prepare audio for on-line use, using appropriate software
	2.4	Upload audio content, making it available as required
	2.5	Select visual material from appropriate sources to promote and visually explain on-line content
	2.6	Prepare suitable visual images and video for on-line use
	2.7	Work within agreed budgets and timescales
3 Understand legal and regulatory requirements relevant to producing multi-platform content for	3.1	Identify licences, clearances and permissions which might be required
	3.2	Explain how to obtain licences, clearances and permissions



radio	3.3	Explain the reporting requirements for the use of music and copyright materials
	3.4	Ensure that the use of any music or copyright material is recorded accurately
Unit purpose and aim(s)		
Unit purpose and aim(s)		The unit aims to enable learners to produce multi-platform content for radio. It involves identifying the types of platform available and the target audience. It also involves combining text and audio with other digital assets to deliver an interactive service to audiences, specifying resources and working within agreed budgets and timescales.
Unit expiry date		
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula		Linked to Skillset's Radio Content Creation NOS: RC23
Assessment requirements or guidance specified by a sector or regulatory body		See attached assessment requirements
Support for the unit from a sector skills council or other appropriate body		The unit was developed in collaboration with Skillset
Location of the unit within the subject/sector classification system		09 Arts, Media and Publishing 09.3 Media and Communication
Name of the organisation submitting the unit		
Availability for use		Shared
Unit availability from		
Unit guided learning hours		20



Title:	Produce radio broadcasts	
Level:	3	
Credit value:	6	
Learning outcomes <i>The learner will be able to:</i>	Assessment criteria <i>The learner can:</i>	
1 Understand key contextual information relating to the production of live radio broadcasts	1.1	Identify the purpose, intended outcome and structure content and structure of a specific programme
	1.2	Identify the running order, cues, links, inserts and timings for programme content
	1.3	Identify the intended role of each contributor
	1.4	Identify the date, time and location of each contributor's participation
2 Be able to brief presenters and contributors	2.1	Identify the key characteristics and preferences of each presenter and contributor
	2.2	Brief presenters clearly on the requirements of their role, allowing adequate opportunities for queries and clarification
	2.3	Provide contributors with clear and concise information on their roles and responsibilities, explaining the intended outcomes and structure of the programme(s)
	2.4	Give constructive and realistic feedback to presenters as required
3 Be able to manage the activities of studio teams	3.1	Direct studio teams to achieve production plans, ensuring that instructions to production team members are clear, accurate and concise
	3.2	Monitor all activities of studio teams to identify any actual or potential deviations from schedules, standards and plans
	3.3	Communicate any changes to agreed plans promptly to the relevant parties



4 Be able to monitor programme timings	4.1	Calculate the duration of each programme and sequence accurately
	4.2	Compare actual timings to estimates
	4.3	Check sequence timings throughout the programme, making appropriate adjustments to any variations which affect programme running order and duration
	4.4	Identify rehearsal timings, remedying any significant discrepancies as required
	4.5	Recalculate timings as required where changes are made to programme content and running order
	4.6	Count pre-recorded inserts in and out accurately
	4.7	Monitor the performance against the script accurately
	4.8	Take appropriate action to maintain the editorial integrity of the programme in relation to any identified discrepancies between actual and scripted performance
5 Understand legal and regulatory issues relevant to producing radio broadcasts	5.1	Identify key aspects of current broadcasting standards and industry codes of practice
	5.2	Identify appropriate actions to take to avoid potential problems arising from legal or ethical issues related to the subject matter or treatment
	5.3	Identify licences, clearances and permissions which might be required
	5.4	Explain how to obtain licences, clearances and permissions
	5.5	Explain the reporting requirements for the use of music and copyright materials
	5.6	Identify appropriate action to deal with breaches of the law or codes of practice as required
	5.7	Ensure that the use of any music or copyright material is recorded accurately



Unit purpose and aim(s)	The unit aims to enable learners to produce live radio broadcasts. It involves briefing and directing presenters and contributors, co-ordinating the activities of studio teams and monitoring progress against production plans. It also involves calculating and monitoring timings against running orders for programme items and for whole programmes, ensuring that the sequence of activities is under control.
Unit expiry date	
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula	Linked to Skillset's Radio Content Creation NOS: RC24
Assessment requirements or guidance specified by a sector or regulatory body	See attached assessment requirements
Support for the unit from a sector skills council or other appropriate body	The unit was developed in collaboration with Skillset
Location of the unit within the subject/sector classification system	09 Arts, Media and Publishing 09.3 Media and Communication
Name of the organisation submitting the unit	
Availability for use	Shared
Unit availability from	
Unit guided learning hours	50



Title:	Know how to produce station branding, radio trails and commercials	
Level:	3	
Credit value:	4	
Learning outcomes <i>The learner will be able to:</i>	Assessment criteria <i>The learner can:</i>	
1 Understand key contextual information relating to the production of station branding, radio trails and commercials	1.1	Confirm the requirements of a specific brief for the production of radio material
2 Be able to interpret a brief for the production of radio material	2.1	Write a script for a radio trail to meet the requirements of the brief
	2.2	Write a commercial to meet the requirements of the brief
3 Be able to produce station branding, trails and commercials	3.1	Select appropriate music and sound effects
	3.2	Commission especially recorded music as required
	3.3	Produce and record artistically effective voice-overs of good technical quality
	3.4	Edit voices and sound effects effectively
	3.5	Transfer recorded sounds for digital editing, labelling appropriately
	3.6	Create appropriate sound mixes that are artistically and technically accurate
	3.7	Complete the end products within the set timescale
	3.8	Work within the budget set by the client
	3.9	Maintain accurate documentation



4 Understand legal and regulatory issues relevant to producing station branding, radio trails and commercials	4.1	Check/obtain licences for the use of music and sound effects
	4.2	Describe the limitations on the use of certain music
	4.3	Explain how to obtain licences for the use of pre-recorded sound effects
	4.4	Describe the compliance arrangements relevant to the production of commercials
Unit purpose and aim(s)		The unit aims to provide learners with appropriate knowledge of key issues relating to the production of station branding, radio trails and commercials. It involves identifying what content is required, explaining key relevant issues and understanding relevant legal and regulatory requirements.
Unit expiry date		
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula		Linked to Skillset's Radio Content Creation NOS: RC26
Assessment requirements or guidance specified by a sector or regulatory body		See attached assessment requirements
Support for the unit from a sector skills council or other appropriate body		The unit was developed in collaboration with Skillset
Location of the unit within the subject/sector classification system		09 Arts, Media and Publishing 09.3 Media and Communication
Name of the organisation submitting the unit		
Availability for use		Shared
Unit availability from		
Unit guided learning hours		30



Title:	Use and develop the voice for radio	
Level:	3	
Credit value:	3	
Learning outcomes <i>The learner will be able to:</i>	Assessment criteria <i>The learner can:</i>	
1 Understand how the human voice works	1.1	Explain the relationship between breathing and voice production
	1.2	Explain the benefits of maintaining an easy, balanced and safe posture for voice production
	1.3	Summarise the effects of different tones and styles of delivery, identifying their impact on listeners
2 Understand how to take care of the human voice	2.1	Explain how to take care of the voice to keep it healthy
	2.2	Explain how to recognise the warning signs of problems with and/or damage to the voice
	2.3	Explain how to manage problems with and/or damage to the voice
3 Be able to use own voice effectively on radio	3.1	Manage breath efficiently and unobtrusively in spoken delivery, allowing voice to flow freely
	3.2	Read and speak clearly, adopting an easy, balanced and safe posture
	3.3	Use a tone of voice and style of delivery appropriate to the subject matter, programme format, time of day and target audience
	3.4	Articulate words clearly and accurately, varying pace, pitch, volume, power and mood while communicating the intention effectively to listeners
	3.5	Read aloud with assurance and clarity
	3.6	Adapt delivery according to various acoustic environments, different types of broadcasts and recording equipment



Unit purpose and aim(s)	The unit aims to enable learners to use and develop the voice for radio. It involves an understanding of how the human voice works, how to take care of it and how to use it effectively for radio.
Unit expiry date	
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula	Linked to Skillset's Radio Content Creation NOS: RC28
Assessment requirements or guidance specified by a sector or regulatory body	See attached assessment requirements
Support for the unit from a sector skills council or other appropriate body	The unit was developed in collaboration with Skillset
Location of the unit within the subject/sector classification system	09 Arts, Media and Publishing 09.3 Media and Communication
Name of the organisation submitting the unit	
Availability for use	Shared
Unit availability from	
Unit guided learning hours	20



Title:	Present a radio programme	
Level:	3	
Credit value:	6	
Learning outcomes <i>The learner will be able to:</i>	Assessment criteria <i>The learner can:</i>	
1 Understand key issues relating to the presentation of a radio programme	1.1	Identify the context and purpose of own particular role as a presenter
	1.2	Identify the key characteristics of the intended target audiences
	1.3	Describe the range of station styles, programme genres and formats in radio, identifying the different presentation roles each demands
	1.4	Summarise the presentation disciplines relevant to different programme genres
	1.5	Identify sources of audience information that are specific to particular target audiences
	1.6	Explain the importance of using language that is appropriate for all listeners
2 Be able to present a radio programme	2.1	Draw on own knowledge of an audience to build a rapport
	2.2	Present material, demonstrating engagement with and understanding of the content
	2.3	Use own knowledge of the subject matter and content to build credibility with an audience
	2.4	Undertake commentary on a range of events in an appropriate style, following adequate preparation and research
	2.5	Operate recording and other relevant equipment as required
	2.6	Work within production requirements, observing the disciplines of the production process



	2.7	Ensure that own personal presentation and appearance is appropriate when working in a face-to-face situation
3 Be able to review own performance on radio	3.1	Listen to own output to learn from experience
	3.2	Reflect on listener feedback, contributing to any responses as required
	3.3	Obtain regular feedback on own performance from relevant personnel
	3.4	Identify opportunities to improve own performance
4 Be able to comply with legal and regulatory requirements relevant to present a radio programme	4.1	Comply with relevant laws and regulations governing the radio industry
Unit purpose and aim(s)		
Unit purpose and aim(s)		The unit aims to enable learners to develop knowledge and skills relating to the presentation of a radio programme. It involves understanding the various roles of radio presenters in music and speech radio. It includes understanding and developing relationships with target audiences and requires an awareness of the power, influence and responsibilities of presenters.
Unit expiry date		
Unit expiry date		
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula		Linked to Skillset's Radio Content Creation NOS: RC29
Assessment requirements or guidance specified by a sector or regulatory body		See attached assessment requirements
Support for the unit from a sector skills council or other appropriate body		The unit was developed in collaboration with Skillset
Location of the unit within the subject/sector classification system		09 Arts, Media and Publishing 09.3 Media and Communication
Name of the organisation submitting the unit		
Availability for use		Shared
Unit availability from		
Unit guided learning hours		40



Title:	Prepare for and conduct radio interviews	
Level:	3	
Credit value:	3	
Learning outcomes <i>The learner will be able to:</i>	Assessment criteria <i>The learner can:</i>	
1 Understand key contextual information relating to radio interviews	1.1	Identify the purpose and focus of radio interviews
	1.2	Explain key features and requirements of different types of radio interviews
	1.3	Explain key differences between planned and spontaneous interviews
	1.4	Explain key factors relating to the house style of the station or programme
2 Understand key issues when planning radio interviews	2.1	Agree the brief for each interview, identifying whether live or recorded and target audience
	2.2	Locate appropriate interviewees taking account of a need for balance and a mix of views as required
	2.3	Confirm the relevance and authority of interviewees, drawing on background facts and personal details
	2.4	Explain the use of release and consent forms
	2.5	Describe the relevant dress code for specific occasions and locations
3 Carry out briefings for radio interviews	3.1	Brief interviewees clearly, fully and accurately, identifying all requirements and expectations for their contribution(s)
	3.2	Check the understanding of interviewees, responding sensitively to any questions
	3.3	Explain how to prepare to be interviewed, clarifying how to anticipate questions and prepare answers in advance
	3.4	Brief all relevant personnel as required, liaising



	closely with production and technical team members
4 Conduct radio interviews to meet production requirements	4.1 Adopt an interviewing style that is appropriate to own objectives
	4.2 Use questioning that sounds spontaneous and encourages the required responses from each interviewee
	4.3 Listen carefully to each interviewee, following up on answers as required
	4.4 Maintain appropriate non verbal communication
	4.5 Close interviews naturally and neatly, with appropriate editorial impact
	4.6 Ensure that release and consent forms are signed, as appropriate
	4.7 Ensure that the views of interviewees are reflected fairly and accurately when interviews are edited
	4.8 Identify interviewees clearly during programmes as required
	4.9 Offer clarification for audiences in relation to any instances of assumed knowledge or use of specialist terminology in the interview
	4.10 Work within available resource and budget limitations
Unit purpose and aim(s)	The unit aims to enable learners to prepare for and conduct radio interviews. It involves understanding the nature and purpose of various kinds of interview and the work required before each interview starts. It includes identifying appropriate interviewees and checking their details and background facts, planning questions and accurately briefing interviewees and other relevant parties. It also involves carrying out different kinds of interviews under differing conditions using appropriate interviewing styles and techniques.
Unit expiry date	
Details of the relationship between the unit and relevant national occupational standards	Linked to Skillset's Radio Content Creation NOS: RC30



or other professional standards or curricula	
Assessment requirements or guidance specified by a sector or regulatory body	See attached assessment requirements
Support for the unit from a sector skills council or other appropriate body	The unit was developed in collaboration with Skillset
Location of the unit within the subject/sector classification system	09 Arts, Media and Publishing 09.3 Media and Communication
Name of the organisation submitting the unit	
Availability for use	Shared
Unit availability from	
Unit guided learning hours	20



Title:	Comply with the law when working in radio	
Level:	3	
Credit value:	6	
Learning outcomes <i>The learner will be able to:</i>	Assessment criteria <i>The learner can:</i>	
1 Understand the general principles of defamation	1.1	Explain what constitutes a defamatory statement, identifying who can sue and who can be sued
	1.2	Explain the scope and requirements of the defences available to broadcasters for use in defamation cases
	1.3	Identify potential instances of defamation in different types of radio content
2 Understand copyright law and its relevance to radio content	2.1	Explain what is protected by copyright
	2.2	Explain the role of PRS for Music in respect of radio content
	2.3	Explain the role of PPL in respect of radio content
	2.4	Ensure that own radio content has required information in respect of ownership and usage of copyrighted material
3 Understand information gathering and reporting in the context of broadcast radio	3.1	Identify rights of access to information under UK and European freedom of information legislation and the legal limitations on such access
	3.2	Explain the concept of open justice and the rights, responsibilities and restrictions involved in court reporting, publication, access to information and freedom of expression in the context of broadcast radio
	3.3	Explain how injunctions may be used to constrain broadcasters in order to prevent invasion of privacy or harassment, and in what circumstances these can be overturned
	3.4	Identify any reporting restrictions to protect the legal process when reporting active criminal cases



	3.5	Identify any reporting restrictions to protect the identity of juveniles and victims of crime
4 Be able to evaluate the legality of radio content	4.1	Comply with any legal restrictions attached to court reporting
	4.2	Exercise legal rights to access information and know what challenges can be made against any efforts to limit that access
	4.3	Ensure that source information is relevant and reliable, especially where there are consequences for ongoing investigations and/or criminal cases
	4.4	Ensure that research undertaken does not breach any legislation governing public order, prevention of terrorism, race relations and/or protection of children
	4.5	Refer issues for expert advice in any instance where legality is uncertain
Unit purpose and aim(s)		
Unit purpose and aim(s)		This unit aims to enable learners to develop an understanding of key aspects of UK law that apply to radio content creation and how they affect what can and cannot be done as part of that process. It aims to enable broadcasters to know enough about UK law that they can identify potential breaches in their own work and refer them to legal experts before proceeding.
Unit expiry date		
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula		Linked to Skillset's Radio Content Creation NOS: RC31
Assessment requirements or guidance specified by a sector or regulatory body		See attached assessment requirements
Support for the unit from a sector skills council or other appropriate body		The unit was developed in collaboration with Skillset
Location of the unit within the subject/sector classification system		09 Arts, Media and Publishing 09.3 Media and Communication
Name of the organisation submitting the unit		
Availability for use		Shared
Unit availability from		



Unit guided learning hours	50
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Title:	Conduct yourself ethically when working in radio	
Level:	3	
Credit value:	4	
Learning outcomes <i>The learner will be able to:</i>	Assessment criteria <i>The learner can:</i>	
1 Understand the regulatory framework that governs UK broadcasting	1.1	Explain the role of Ofcom and the content of the Ofcom Broadcasting Code as it applies to radio
	1.2	Explain the role of the BBC Trust and the content of the BBC's Editorial Guidelines as they apply to radio
	1.3	Explain the role of the BCAP and the content of the Radio Advertising Standards Code
	1.4	Explain the role of PhonePayPlus and the content of its Code of Practice for premium rate phone services
2 Understand relevant radio station codes of conduct, policies and procedures	2.1	Identify key aspect of policies on running competitions and handling complaints
	2.2	Ensure adherence to the principles of fair play and the use of explicit selection criteria in all forms of competition
	2.3	Respond in a timely fashion to programme complaints in line with legal obligations and organisation's own code of conduct
3 Be able to ensure own radio content meets required regulatory standards	3.1	Ensure radio content complies with relevant regulatory requirements and industry codes of conduct
	3.2	Ensure the due impartiality and accuracy of any news items featured in radio content
	3.3	Ensure that any individuals and organisations featuring in radio content are treated fairly
	3.4	Ensure that any material which may cause offence is justified by the context



	3.5	Identify and declare any potential conflicts of interest in terms of the subject matter of own radio content
	3.6	Consider issues of health and safety and equality and diversity in relation to own radio content
	3.7	Identify when it is necessary to seek editorial and/or legal advice
	3.8	Seek the advice of appropriately qualified and experience people in any instance of ethical uncertainty
4 Understand legal and regulatory issues relevant to ethical conduct	4.1	Identify the organisations responsible for developing and regulating health and safety in the workplace
	4.2	Identify key aspects of health and safety legislation relevant to radio broadcasting
	4.3	Identify the organisation(s) responsible for developing and regulating equality and diversity in the workplace
	4.4	Identify key aspects of equality and diversity legislation relevant to radio broadcasting
Unit purpose and aim(s)		This unit aims to enable learners to develop knowledge about the regulatory framework that governs broadcasting in the UK. It involves knowing and complying with the codes of those bodies responsible for regulating broadcast radio. It also involves knowing the content of employers' codes of conduct, programme guidelines and complaints procedures which are intended to ensure compliance with the regulatory framework. It also involves learners applying this knowledge to their own radio content and ensuring that it complies with the regulatory framework as outlined.
Unit expiry date		
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula		Linked to Skillset's Radio Content Creation NOS: RC32
Assessment requirements or guidance specified by a sector or regulatory body		See attached assessment requirements



Support for the unit from a sector skills council or other appropriate body	The unit was developed in collaboration with Skillset
Location of the unit within the subject/sector classification system	09 Arts, Media and Publishing 09.3 Media and Communication
Name of the organisation submitting the unit	
Availability for use	Shared
Unit availability from	
Unit guided learning hours	30