Unit 14 - Radio Production Unit Checklist

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| **UNIT 14 - CHECKLIST** | |
| **U14 LO1** | **Know how the radio industry operates LO1** |
|  | **P1: TITLE - DESCRIBE THE DIFFERENT RADIO INDUSTRY OPERATIONS**  You are required to explore a radio industry and your investigation should consider how it operates, covering the following criteria:  Explore the following types of stations:  national commercial (e.g. Classic FM, Absolute Radio, talkSPORT, Heart, KISS, Planet Rock, Magic) public (e.g. BBC Radio) regional (e.g. broadcasts to local region) community (e.g. broadcasts to locality)  internet (e.g. streaming) non-profit (e.g. University, College, School)  What sorts of programmes do these stations have?  talk/music sport current events lifestyle dramatisations All of these? Some of these?  This must be supported by examples. Explore the organisation and structure of one national and one local radio station answer:  Who works at these stations? What does their work entail? What is the difference between staff at a local station compared to a national one?  **You should evidence this by:**  > Evidence could be produced from a case study, and may be presented as a Prezi or a detailed Podcast with examples added. |
|  | **P2: TITLE - DESCRIBE THE FOCUS OF A CHOSEN RADIO STATION**  You are required to investigate a chosen radio station and describe the focus of the station. You may support your work with underpinning knowledge from Unit 1 Media products and audiences, considering target audience requirements etc.  You have two choices for this task, you can produce a case study answering all the content in the lesson 2 PDF.  Alternatively, you could go one step further and conduct an interview with someone from your chosen station, perhaps over email or over recorded phone message.\*  Make sure you cover all the content in the lesson.  **You should evidence this by:**  > Evidence could be a Podcast featuring examples of the radio station > Evidence could also be in the form of an interview with a real radio station.  \* = If you choose this method then you never know where this might lead so make sure you thank your contributor and make sure they are aware you are conducting this research for a Netherhall School Media Project. |

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| **UNIT 14 - CHECKLIST** | |
|  | **M1: TITLE - ANALYSE THE STRUCTURE AND CONTENT OF A PROGRAMME BROADCAST BY A CHOSEN RADIO STATION**  You are required to analyse a programme which has been broadcast by your chosen radio station. You should identify the structure, audience and delivery of the programme. You may support your work with underpinning knowledge from Unit 1 Media products and audiences to include ownership and regulatory bodies.  Structure includes: purpose (e.g. entertainment, education, information, promotion) income (e.g. advertisements, sponsorship) scheduling (e.g. breakfast, daytime, drive-time, evening, overnight) content (e.g. music, news, weather, dialogue, jingles, phone- ins, competitions, traffic, dramatisations) meaning (e.g. dramatisations – sound/atmospheric effects) staff and resources (e.g. presenter, producer)  Audience includes: demographics (e.g. age, gender, nationality, religion, ethnicity) lifestyle spending power listening figures (e.g. Radio Joint Audience Research (RAJAR))  Delivery of the programme includes: personnel (e.g. DJs, presenters, cast) style (e.g. mode of address, tone, dialect, inflection, leading questioning, stereotyping, bias)  **You should evidence this by:**  > Evidence could be produced in the form of a formal word-processed report, or Prezi with supporting notes and documentation. There could be images, sound bites, graphics and supporting data to help illustrate the evidence, depending on the format chosen.  > You can evidence this as an extra segment to the P2 Podcast but the analysis must be clear, with example clips edited in. |
| **U14 LO2** | **Be able to investigate the technologies for multiplatform radio broadcasting** |
|  | **P3: TITLE - DESCRIBE THE MULTI PLATFORM DISTRIBUTION METHODS**  You are required to explore Multiplatform distribution methods used by three or more radio stations.  You should also explore your chosen radio station and investigate the different distribution methods they use. Include information on FM, MW, AM and DAB and which ones your station uses and why this might be. Include your research on which is the most popular platform for your radio station.  **You should evidence this by:**  Evidence could be produced in the form of a formal word-processed report, or presentation with supporting notes and documentation. There could be images, sound bites, screen shots, graphics and supporting data, such as questionnaire analysis, to help illustrate the evidence. |

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| **UNIT 14 - CHECKLIST** | |
|  | **M2: TITLE - EXPLAIN THE PROCESSES AND TECHNOLOGIES INVOLVED IN PRODUCING A RADIO BROADCAST**  You need to explore the processes and technologies used by radio stations to broadcast their programmes. You could explore your chosen radio station and investigate the different technologies and process they use to create their broadcasted programmes.  For Technologies you need to discuss: digital cart walls and playlists digital play out system equipment (e.g. audio equipment; microphones, headphones, workstation, mixing desk, speakers) The sorts of kit you would recommend the school could use for the audio studio.  For Processes you need to discuss: How does a radio station use this technology to create their broadcasted programmes? You’ll  need to be specific and perhaps use a case study of a real programme you can take examples from.  **You should evidence this by:**  > Evidence could be produced in the form of a formal word-processed report, presentation with supporting notes and documentation. |
| **U14 LO3** | **Be able to create a plan for an original radio programme to a specific** |
|  | **P4: TITLE - PRODUCE A PLAN FOR THE STRUCTURE AND CONTENT OF AN ORIGINAL RADIO PROGRAMME**  You are required to plan a new UK radio programme. **You may work to a specified brief or a programme you have identified.** Evidence should consider all the criteria listed here:  treatment (e.g. medium, title, type of programme, proposed content) running order, i.e.:  > content  > timings  > programme clock scheduling (e.g. breakfast, daytime, drive-time, evening, overnight) launch date (e.g. proposed launch of programme) target audience (e.g. demographics, lifestyle, spending power, needs and trends) key personnel (e.g. DJs, presenters, crew) health and safety (e.g. risk assessments, sound levels, audio equipment, workstation, outside broadcasting) audio assets (e.g. audio script, audio draft, MIDI samples, jingles, adverts, sound effects, stings, music tracks) budget (e.g. professional rates, resources, personnel, equipment, licences) funding (e.g. grants, advertising, sponsorship) production schedule (e.g. dates, timescales, activities, personnel, resources, equipment, contingency)  **You should evidence this by:**  > Add all the above content to this section of your blog. |
|  | **M3: TITLE - DESCRIBE LEGAL AND ETHICAL CONSIDERATIONS REQUIRED TO COMPLY WITH REGULATORY BODIES FOR AN ORIGINAL RADIO PROGRAMME**  You should be able to describe legal and ethical issues that relate to your new radio programme. This should ensure that you comply with the regulatory requirements connected to any legal and ethical issues.  You should draw upon new knowledge obtained in Lesson 5 but also draw upon previous knowledge gained in other Units.  This should be fairly detailed.  **You should evidence this by:**  Evidence could be an extension of P4, identifying against each planning consideration where the legal, ethical and regulatory issues arise. Or a separate word report / podcast: “The legal and ethical guide podcast”. |

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| **UNIT 14 - CHECKLIST** | |
|  | **D1: TITLE - JUSTIFY HOW THE CODES AND CONVENTIONS OF THE RADIO GENRE ARE EMBEDDED WITHIN THE PLANNED CONTENT**  You will need to evaluate how the codes and conventions of the chosen genre are embedded within your new UK radio programme. You should include research carried out and completed to demonstrate its viability.  Research what the codes and conventions of your genre actually are and present this research. Then you should identify how and where the codes and conventions that you have researched actually appear in your UK radio programme. You could look through all aspects of P4 and identify. You can use all of this to justify why your programme is the genre you suggest it is which is ultimately what this task is asking you to do.  **You should evidence this by:**  > Evidence may be presented as a formal word-processed report or a vlog to camera with script attached. |

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| **UNIT 14 - CHECKLIST** | |
| **U14 LO4** | **Be able to produce an original UK radio programme extract** |
|  | **P5: TITLE - RECORD AN EXTRACT OF THE PLANNED RADIO PROGRAMME**  You are required to record and edit an identified section of the planned UK radio programme.  You will need to clearly be operating equipment to industry standard (e.g. operate audio equipment, checking and adjusting sound levels, using digital audio software to record, studio, location, live programming, pre-recorded programming)  You will need to be clearly using post-production processes i.e.: log recordings (e.g. quality, usability, duration), use digital audio editing software (e.g. offline edit, adding assets to audio tracks, adjust levels, quantizing, pitch correction, EQing, digital mastering, adding associated audio/sound effects, atmospheric sound and music) exporting to the correct file formats (e.g. export, WAV, MP3, AIFF)  **You should evidence this by:**  > Record a 45 minute – hour long episode, choose 5 minutes of this show to be used as “best examples” and edit down for your blog.  > Evidence for the production and post-production processes could be in the form of a production diary, which could be presented as a video, word-processed report, presentation or blog. There should be photographs or videos of you setting up and using equipment, which will support and illustrate the production diary. |
|  | **D2: TITLE - EVALUATE THE FLOW OF PROGRAMME CONTENT AND AUDIO LEVELS**  You should evaluate the flow of your planned new radio programme and the content included. You may analyse the strengths and weaknesses of your new UK radio programme. They may include suggestions on revisions or adjustments to your new radio programme.  Examples of some questions you could answer:   1. i)  How successful was the running order (or flow) of your planned new radio programme? 2. ii)  Was all the content included relevant and did all of it work well? Discuss this point and give evidence   from the finished recording.   1. iii)  What do you feel were your key strengths during the making of this production from blank paper to   finished piece, comment on every aspect and say what were your strengths.   1. iv)  What do you feel were your key weaknesses during the making of this production from blank paper to   finished piece, comment on every aspect and say what were your weaknesses.   1. v)  How do you feel you performed during this project? 2. vi)  Looking back on your short production what would you revise or adjust to make the programme   better fit the codes and conventions and make the overall programme better?  **You should evidence this by:**  > Evidence is best presented as a formal word-processed report. |

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