

41164 Conduct and record an interview for publication in a media product

Kaupae Level	3
Whiwhinga Credit	4
Whāinga Purpose	<p>This skill standard is intended for learners developing foundational media and communication skills relevant to journalism, content creation, and digital storytelling.</p> <p>Learners who have completed this standard will be able to plan, conduct, and record a single face-to-face interview that can be used across various media platforms (e.g., print, audio, video, digital).</p>

Hua o te ako me Paearu aromatawai | Learning outcomes and assessment criteria

Hua o te ako Learning outcomes	Paearu aromatawai Assessment criteria
1. Conduct and record an interview for publication in a media product.	a. Select a suitable interviewee relevant to a media purpose and/or product.
	b. Prepare open and closed questions informed by the interview's intended purpose and relevant background research.
	c. Address ethical and cultural considerations including consent and privacy.
	d. Create a supportive environment for the interviewee, demonstrating manaakitanga.
	e. Use questioning and listening techniques to gather accurate and relevant content.
	f. Record the interview using appropriate technology to ensure it is clear and suitable for use in a media product.

Pārongo aromatawai me te taumata paearu | Assessment information and grade criteria

Assessment specifications:

To complete this standard, learners will submit a recorded and documented face-to-face interview, including evidence of topic research, that is suitable for publication in a chosen media product.

Ngā momo whiwhinga | Grades available

Achieved

Ihirangi waitohu | Indicative content

- Interview types e.g. news, feature pieces, etc.
- Interview planning including purpose, audience, and angle.
- Research techniques and question development.
- Cultural competencies incorporating te ao Māori, Pacific, and other diverse values and perspectives in Aotearoa New Zealand.
- Creating supportive environments in an interview, including manaakitanga which refers to respect, generosity, and caring for others.
- Interview techniques e.g. open/closed questions, active listening, follow-ups.
- Recording tools and file management.
- Legal and ethical protocols including consent, privacy, safety, and access restrictions for content storage.
- Platforms and media products for potential broadcast and publication such as print, podcast, video, social media etc.

Rauemi | Resources

Legislation relevant to the assessment of the standard may include:

- [Copyright Act \(1994\)](#).
- [Privacy Act \(2020\)](#).
- [Broadcasting Act \(1989\)](#).

Pārongo Whakaū Kounga | Quality assurance information

Ngā rōpū whakatau-paerewa Standard Setting Body	Electrotechnology and Information Technology Industry Skills Board
Whakaritenga Rārangi Paetae Aromatawai DASS classification	Arts and Crafts > Creative Media > Content Creation
Ko te tohutoro ki ngā Whakaritenga i te Whakamanatanga me te Whakaōritenga CMR	0099

Hātepe Process	Putanga Version	Rā whakaputa Review Date	Rā whakamutunga mō te aromatawai Last date for assessment
Rēhitatanga Registration	1	30 April 2026	N/A
Kōrero whakakapinga Replacement information	This skill standard replaced unit standard 27612.		
Rā arotake Planned review date	31 December 2030		

Please contact Electrotechnology and Information Technology Industry Skill Board at qualifications@etitcisb.nz to suggest changes to the content of this skill standard.