

Field Arts and Crafts**Change of responsibility for, and reinstatement and review of, *Radio* unit standards**

Subfield	Domain	ID
Electronic Media	Radio	10183-10185, 10210-10214, 10230, 10231, 10234-10236, 10278-10281, 10308, 10309, 10312, 10313, 10319, 10320

Standard setting responsibility for the expired unit standards referred to above has been transferred from the NZQA Film and Electronic Media Advisory Group to the Communications and Media Industry Training Organisation (CMITO). CMITO has completed the reinstatement and review of the unit standards listed above.

Rationale for change

The change of responsibility was initiated as a consequence of the NZQA exit strategy for a number of its advisory groups. Other changes were made to update the currency of the radio unit standards.

Date new versions published**February 2011****Planned review date****December 2016****Summary of review and consultation process**

As a consequence of NZQA's exit strategy from standard setting responsibilities in the area of Electronic Media (Radio); stakeholders from the radio broadcasting sector approached CMITO requesting that they take over standard setting responsibility for the radio unit standards and qualifications. CMITO canvassed the sector to establish if there was a need for these unit standards. Considerable support was expressed from the Radio Broadcasters Association (RBA) as well as a number of training providers.

CMITO then initiated a review process whereby all providers that had held accreditation since the unit standards were first registered were contacted by telephone and e-mail to seek their interest in being involved in the review process. As part of this process CMITO also contacted all the major industry users through the RBA.

An advisory group was established comprising representatives from the RBA, private training providers, Māori private training providers, Radio New Zealand and from te Reo Māori Media Whakaruruhau. This group met four times to review the unit standards from November 2009 through to March 2010.

Consultation meetings were held with the NZ Radio Training School's advisory board in February and April 2010. The advisory board includes representatives from Mediaworks, Radio New Zealand, The Radio Network, Pacific Media Network, and student representation (past and present). On both occasions, apologies were received from Iwi and Access Radio.

In the initial meeting the group unanimously agreed that there was a requirement for a continuation of unit standards for the industry. Prior to the second meeting copies of the reviewed unit standards were circulated to representatives of these groups for consultation. This feedback was assimilated into the revised unit standards. The draft reviewed unit standards were also distributed amongst all senior creative and marketing management staff within the RBA. This group represents approximately 95% of commercial broadcasters.

CMITO has reviewed the expiring classification *Radio* and has requested that it be reinstated as it is in line with its gazetted coverage and the content of the standards continues to align with this domain.

Unit standards

The *Radio* unit standards expired in December 2010. They have been amended to show CMITO as the standard setting body and will be reinstated as new versions with the same ID number. The opportunity was taken to review and amend the unit standards to better reflect current practice, terminology, and technologies.

Main changes

The review process has resulted in the following changes to the reinstated unit standards:

- The expiring classification *Radio* has been reinstated.
- Changes were made to credits in order to better reflect the learning requirements as follows: increased from 5 to 6 in unit standard 10183; from 5 to 10 in unit standards 10213, 10230, and 10231; from 10 to 15 in unit standards 10214, 10234, 10236, and 10309.
- The level increased from 3 to 4 in unit standards 10210, 10213, 10281, and 10309; and increased from 4 to 5 in unit standards 10236, 10278, and 10279.
- The titles of unit standards 10184, 10210, 10213, 10230, 10280, 10234, 10236, 10279, and 10313 were changed to better reflect the skills covered.
- Unit standards 10224, 10232, 10233, 10237, 10238, 10282, 10283, 10310 and 10311 were reviewed but were not required by industry. They will not be reinstated.
- Three new unit standards 26553-26555 were developed to fill gaps in the existing framework of unit standards.
- Prerequisites were removed from all unit standards.
- Many range statements were rationalised or removed to increase clarity and assessability.
- Changes were made throughout the unit standards to titles, explanatory notes, outcomes, evidence requirements, and range statements to update terminology, and reflect changes in technology and legislative requirements.

Impact on previous accreditation

The SSB has agreed to the following extensions to providers who had accreditation for the expired standards.

Current Accreditation for			Accreditation extended to		
Nature of accreditation	Classification	Level	Nature of accreditation	ID	Level
Subfield	Electronic Media	3	Standards	10210, 10213, 10281, 10309	4
		4	Standards	10236, 10278, 10279	5
Domain	Radio	3	Standards	10210, 10213, 10281, 10309	4
		4	Standards	10236, 10278, 10279	5

Impact on Accreditation and Moderation Action Plan (AMAP)

The standards were transferred from AMAP 0001 to AMAP 0002, and AMAP 0001 has been designated expiring and removed from the Directory of Assessment Standards.

Impact on qualifications

The following *Radio* qualifications expired in 2010. They will be reviewed later this year and may be reinstated under the standard setting responsibility of CMITO.

Ref	Qualification Title
0297	National Certificate in Radio (Creative Writing)
0298	National Certificate in Radio (Foundation Skills)
0300	National Certificate in Radio (Programming)
0301	National Certificate in Radio (Sales)

Detailed list of unit standards – classification, title, level, and credits

Following CMITO's review of the following expired standards, they have been reinstated. All changes are in **bold**.

Key to review category	
A	Dates changed, but no other changes are made - the new version of the standard carries the same ID and a new version number
B	Changes made, but the overall outcome remains the same - the new version of the standard carries the same ID and a new version number
C	Major changes that necessitate the registration of a replacement standard with a new ID
D	Standard will expire and not be replaced

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ID	Title	Level	Credit	Review Category
10183	Present on-air for radio	3	5 6	B
10184	Host a music show for radio Prepare, host, and review a music show for radio	4	15	B

ID	Title	Level	Credit	Review Category
10185	Interview on-air for radio	3	10	B
10210	Design a radio station format for a niche market Research and design a radio station format for a market	3 4	10	B
10211	Design on-air station branding	4	10	B
10212	Monitor performance of on-air voice	5	15	B
10213	Manage and maintain music research for radio	3 4	5 10	B
10214	Schedule and manage play lists for radio	4	10 15	B
10230	Interpret radio ratings and research Conduct radio research and interpret radio ratings	5	5 10	B
10231	Sell radio advertising	3	5 10	B
10234	Design and run radio promotions Design and manage radio promotions	4	10 15	B
10235	Write a basic radio commercial	3	5	B
10236	Write advanced radio commercials Write and manage the production of advanced radio commercials	4 5	10 15	B
10278	Produce a radio programme	4 5	5	B
10279	Produce radio talkback Produce an interactive radio talk programme	4 5	5 10	B
10280	Compile a pre-recorded radio programme segment Produce and compile a pre-recorded radio programme	3	5	B
10281	Produce a stand-alone radio documentary	3 4	10	B
10308	Record and edit for radio broadcast	3	10	B
10309	Operate a studio during a live radio broadcast	3 4	10 15	B
10312	Set up and operate an outside broadcast for radio	4	15	B
10313	Use automated equipment for radio Plan and broadcast a radio programme using an automated system	2	5	B
10319	Write a voice report for radio	2	5	B
10320	Present a live-voice report on radio	3	5	B
26553	Demonstrate knowledge of radio broadcasting	2	3	New
26554	Demonstrate knowledge of radio broadcasting law	2	5	New
26555	Produce radio commercials	5	15	New