

Title	Research and design a radio station format for a market		
Level	4	Credits	10

Purpose	People credited with this unit standard are able to research the market to determine station viability, and design a station format.
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Classification	Electronic Media > Radio
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Available grade	Achieved
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Guidance Information

- 1 The radio station format required can be designed as a theoretical exercise of an existing market or presented as an improvement or alteration of an existing radio station.
- 2 Definitions
Station format means the presentation structure required by the programme director.
Clocks are the hour structure of the format for the radio station adding up to a total of sixty minutes. It is acceptable to have different clocks for differing day-parts.
Target audience means the audience the station targets expressed in terms of gender, age, and socio-economic status.

Outcomes and performance criteria

Outcome 1

Research the market to determine station viability.

Range any one of – census data, ratings, competing media, demographic analyses.

Performance criteria

- 1.1 Justification for format is identified by research in terms of current or proposed format.

 Range may include any or all of – listener survey, market survey, internet survey.
- 1.2 Viability of station is proposed in terms of potential market share by revenue by identifying viable clients in line with the station format.

- 1.3 Viability of station is assessed in terms of market share by audience based on current population and existing station share.

Outcome 2

Design a station format.

Performance criteria

- 2.1 Station format is proposed to match the target audience and in accordance with the results of the research conducted.

Range any of – easy listening, newstalk, contemporary hit radio, adult contemporary, sport, rock, gold, urban, combinations, variations.

- 2.2 Format structure is presented in terms of required programming elements.

Range personalities, available commercial time, station ID, music rotates, talk elements, contests, features, and station imaging/branding.

- 2.3 Clocks are designed to meet requirements for each day part.

Range midnight – dawn, breakfast, 9 – noon, noon – 4, drive, 6 – 9, 9 – midnight.

- 2.4 Elements are included in order and duration.

Range news, station ID, information, commercials, music by rotate, trailers, liners, front and back sells, contests.

- 2.5 Positioning of elements meets the needs and expectations of the target audience.

This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	28 February 1997	30 September 2021
Revision	2	11 March 1998	30 September 2021
Revision	3	8 February 2001	30 September 2021
Review	4	20 March 2009	30 September 2021
Review	5	18 February 2011	30 September 2021
Review	6	26 August 2021	30 September 2021

Consent and Moderation Requirements (CMR) reference	0002
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

This unit standard is expiring