

Title	Design on-air station branding		
Level	4	Credits	10

Purpose	People credited with this unit standard are able to: determine the on-air brand; create station sound; and measure brand effectiveness.
----------------	---

Classification	Electronic Media > Radio
-----------------------	--------------------------

Available grade	Achieved
------------------------	----------

Guidance Information

- 1 Definitions

Target audience means the audience the station targets expressed in terms of gender, age, and socio-economic status.

Air check means soliciting feedback from a senior station member – Programme Director or General Manager.
- 2 All work practices must comply with an approved code of broadcasting practice as defined in the Broadcasting Act 1989, and with the following legislation – Broadcasting Act 1989, Copyright Act 1994, Defamation Act 1992, Human Rights Act 1993, and Privacy Act 1993. These codes can be obtained from the Broadcasting Standards Authority (www.bsa.govt.nz) or the Advertising Standards Authority (www.asa.co.nz).

Outcomes and performance criteria

Outcome 1

Determine the on-air brand.

Performance criteria

- 1.1 Branding objectives are set to match target audience.
- 1.2 Brand image is proposed to meet the determined branding objectives.

Range mood, tempo, voice talent.

Outcome 2

Create station sound.

Performance criteria

- 2.1 Voice talent is produced and recorded to match the proposed brand image.
- 2.2 Imaging elements match the branding objectives.
- 2.3 Technical standards of recorded sound match the proposed brand image.

Outcome 3

Measure brand effectiveness.

Performance criteria

- 3.1 Air-checks are conducted to assess performance against objectives.
- 3.2 On-air branding is assessed by audience research in terms of the branding objectives and target audience.
- 3.3 On-air presentation meets branding objectives.

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Status information and last date for assessment for superseded versions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
--	------

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.