

<b>Title</b>	<b>Manage and maintain music research for radio</b>		
<b>Level</b>	<b>4</b>	<b>Credits</b>	<b>10</b>

<b>Purpose</b>	People credited with this unit standard are able to: set up a music research system; manage and maintain research; and analyse results.
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<b>Classification</b>	Electronic Media > Radio
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<b>Available grade</b>	Achieved
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### Guidance Information

- Definitions  
*Station format* means the presentation structure required by the programme director.  
*Target audience* means the audience the station targets expressed in terms of gender, age, and socio-economic status.
- Access to a computerised audience research analysis system is required in order to be assessed against this unit standard – examples of these systems include RADIOS or Research International (NZ) data.

### Outcomes and performance criteria

#### Outcome 1

Set up a music research system.

#### Performance criteria

- System components are identified in terms of station format requirements.  
 Range sample, size, demographics, weighting, resources, timing.
- Survey objectives are in accordance with the target audience.  
 Range play song cuts, telephone sampling, in-room focus group, auditorium group.
- Sampling techniques are selected to meet survey objectives.

- 1.4 Questionnaire is designed in accordance with survey objectives.
- Range may include but is not limited to – listener age and gender, station performance, individual song performance, artist performance, sample size and composition, data collection method, timing, reporting format, flexibility of data, cost.
- 1.5 Required resources are identified within the allocated budget.
- Range staff, information gathering equipment and resources, computer equipment.
- 1.6 Time frame for research is established within the strategic planning and operation of the station.
- 1.7 Selected responses are weighted in accordance with station format requirements.

## Outcome 2

Manage and maintain research.

### Performance criteria

- 2.1 Researchers are briefed to gather the required information in terms of the questionnaire design and the survey objectives.
- 2.2 Information is gathered and recorded in a way that it can be used with validity.
- Range weighting, demographic balance.
- 2.3 Systems are established to ensure research continues on the basis required by the station.

## Outcome 3

Analyse results.

### Performance criteria

- 3.1 A report of findings is produced in terms of survey objectives.
- 3.2 Trends are identified in terms of station format requirements.
- Range individual song performance, individual artist performance, increased or decreased frequency, additions and/or deletions.
- 3.3 Recommendations are made in accordance with the report findings and the stations format requirements.
- Range individual song performance, individual artist performance, increased or decreased frequency, additions and/or deletions.

**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>.