

Title	Conduct radio research and interpret radio ratings		
Level	5	Credits	10

Purpose	People credited with this unit standard are able to: describe radio research methodology; conduct radio research; and track a station or day-part performance.
----------------	--

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

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

Guidance Information

- Definitions
Station practice refers to the documented procedures which set out the standard practices of the station.
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.
- 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

Describe radio research methodology.

Performance criteria

- Radio research methodology is described in accordance with the terminology.

Range	day-part, market share, cume, demographic, socio-economic, station share, time spent listening (TSL), reach, psychographics.
-------	--
- Research methodology is described in terms of research methods available to station.

Range	diary, telephone tracking, focus group, auditorium test, web-based tracking.
-------	--

- 1.3 Methods for gathering and analysing data are described in accordance with station format requirements.

Range methods for gathering the data may include but is not limited to - design, sampling, information gathering, results publication; methods for analysing data may include but is not limited to – historical analysis, market knowledge, collation and analysis.

Outcome 2

Conduct radio research.

Performance criteria

- 2.1 Objectives for research are established in terms of the target audience.

Range analysis of trends, goals for audience growth, development of strategic options.

- 2.2 Parameters for the target audience are described in terms of demographics, psychographics, listening behaviour, and geographical coverage.

- 2.3 Radio research questionnaire is designed in terms of the established objectives.

- 2.4 Brief is prepared for potential suppliers.

Range background issues, objectives, target audience, budget, timing, performance standards.

- 2.5 Research programme is managed in accordance with the brief and reporting requirements.

Range may include but is not limited to – audience profile and segmentation, listening by day-part, cumulative audiences, audience share.

- 2.6 Research is reviewed in terms of the achievement of the established objectives, and recommendations for change are made in accordance with the findings.

Outcome 3

Track a station or day-part performance.

Performance criteria

- 3.1 Reach and cume of station day-part are identified and expressed as a rating, percentage, and total number.

- 3.2 Station's ability to reach and retain its target audience is described in demographic share terms over the surveyed period.

- 3.3 Station performance trends are assessed and recommendations made in terms of the total audience available.

Range increase, maintenance, loss.

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>.