

Title	Sell radio advertising		
Level	3	Credits	10

Purpose	People credited with this unit standard are able to: prospect for radio advertising business; determine a client's advertising requirements; sell radio as an advertising medium; complete a media plan; prepare a brief for copywriters; and finalise sale with client liaison.
----------------	--

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

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

Explanatory notes

1 Definitions

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

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

A *media plan* is a schedule that itemises where the spots or programmes fall by time of day, day, and month.

- 2 All work practices must comply with the codes of advertising practice as published by the Advertising Standards Authority, and 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 evidence requirements

Outcome 1

Prospect for radio advertising business.

Evidence requirements

- 1.1 Target market of businesses approached matches station's target audience.
- 1.2 Call sheets are filled out showing booked appointments in accordance with station practice.

- 1.3 Businesses approached are not serviced by other sales representatives on the same station.

Outcome 2

Determine a client's advertising requirements.

Evidence requirements

- 2.1 Opportunity for a campaign is identified in terms of client's need.
- 2.2 Information is gathered in terms of formulating a sales objective.
- Range product or services to sell, time-frame, budget to achieve goal.

Outcome 3

Sell radio as an advertising medium.

Evidence requirements

- 3.1 Benefits of using radio are explained to the client in terms of the effectiveness of the medium.
- 3.2 Match between client's target market and station's target audience is demonstrated as share and total numbers.
- 3.3 Concerns and objections are answered to client's satisfaction.
- 3.4 Sale is closed with the client.

Outcome 4

Complete a media plan.

Evidence requirements

- 4.1 Information management system is prepared in terms of reach and frequency analysis where appropriate.
- 4.2 Media plan is completed in accordance with station practice.

Outcome 5

Prepare a brief for copywriters.

Evidence requirements

- 5.1 Information is presented in a brief in accordance with copywriter's requirements and station practice.

Range description of service or goods, target market, suggested selling proposition, location or access information, on-air date, duration of commercial run, client contact name and phone number, other information about client relevant to the campaign.

5.2 Brief is delivered to the client in time for commercial to be written, approved, and produced by the on-air date.

Outcome 6

Finalise sale with client.

Evidence requirements

6.1 Creative brief is presented to client in terms of the agreed rationale.

6.2 Client's approval is obtained for the proposed brief.

6.3 Client account is set up in accordance with station practice.

6.4 Booking confirmation is provided to client.

Replacement information	This unit standard replaced unit standard 1395.
--------------------------------	---

Planned review date	31 December 2016
----------------------------	------------------

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	28 February 1997	31 December 2010
Revision	2	11 March 1998	31 December 2010
Revision	3	8 February 2001	31 December 2010
Review	4	20 March 2009	31 December 2010
Review	5	18 February 2011	N/A

Accreditation and Moderation Action Plan (AMAP) reference	0002
--	------

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

Please note

Providers must be granted consent to assess against standards (accredited) by NZQA, or an inter-institutional body with delegated authority for quality assurance, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be granted consent to assess against standards by NZQA before they can register credits from assessment against unit standards.

Providers and Industry Training Organisations, which have been granted consent and which are assessing against unit standards must engage with the moderation system that applies to those standards.

Consent requirements and an outline of the moderation system that applies to this standard are outlined in the Accreditation and Moderation Action Plan (AMAP). The AMAP also includes useful information about special requirements for organisations wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

Comments on this unit standard

Please contact [Competenz info@competenz.org.nz](mailto:Competenz_info@competenz.org.nz) if you wish to suggest changes to the content of this unit standard.