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| Title | Design and manage radio promotions | | |
| Level | 4 | Credits | 15 |

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| Purpose | People credited with this unit standard are able to: design a radio promotion proposal; organise a promotion; and manage promotion delivery. |
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| Classification | Electronic Media > Radio |
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| Available grade | Achieved |
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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.

- 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, 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

Design a radio promotion proposal.

Evidence requirements

- 1.1 Proposal is designed in terms of station’s and the client’s needs.

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| Range | must include – description of activity, target audience and market, proposed schedule, budget; may include but is not limited to – station responsibilities, client responsibilities, prizes, broadcast requirements, payment, legislative requirements. |
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Outcome 2

Organise a promotion.

Evidence requirements

- 2.1 Contract with client sets out responsibilities for client and station activity, sponsorship, prizes, broadcast requirements, payment.
- 2.2 Promotional trailers and liners are recorded and scheduled prior to the on-air dates.
- 2.3 Air-time booked for promotion is appropriate to the target market and type of promotion.
- 2.4 Talent is booked in accordance with station practice.
- 2.5 Supporting promotional activity and resources are arranged within budget in accordance with station practices.
- Range may include but is not limited to – press or television advertising, profile kits, station or client print materials, samples, gimmicks, billboards, cafe cards, magazines, Internet, photos, posters, accessories.
- 2.6 Station staff are briefed before promotion commences in accordance with station practice.
- 2.7 Outside broadcast arrangements are made in accordance with station practice.
- Range staff briefing, booking of broadcast equipment, running sheet, site plan, first aid plan.

Outcome 3

Manage promotion delivery.

Evidence requirements

- 3.1 Promotional trailers and liners are confirmed as scheduled.
- 3.2 Highlights of promotion suitable for replay and back selling are identified and recorded in accordance with studio practice.
- 3.3 A contingency plan is in place to avoid problems which could interfere with the running of the promotion.
- Range examples are – technical and equipment malfunction, personality conflicts, withdrawal of personnel, climatic conditions.
- 3.4 Promotion is assessed in terms of station's and client's objectives.

3.5 Post-analysis is prepared for client in accordance with station practice.

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| Replacement information | This unit standard replaced unit standard 1398. |
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| Planned review date | 31 December 2016 |
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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 |

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| Accreditation and Moderation Action Plan (AMAP) reference | 0002 |
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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 if you wish to suggest changes to the content of this unit standard.