

Title	Write a basic radio commercial		
Level	3	Credits	5

Purpose	People credited with this unit standard are able to determine script requirements from a brief, and write a script for a commercial.
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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.
Selling proposition means a unique offer the business has. This can be either in price or other market.
Call to action refers to a clear action required by the listener.
- 2 For the purposes of this unit standard a candidate must present a minimum of five scripts. For a basic radio commercial most scripts will be single voice.
- 3 All work practices must comply with the codes of advertising practiced 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

Determine commercial script requirements from a brief.

Evidence requirements

- 1.1 Requirements for script are established with the client or sales representative.

Range	objectives, length of commercial, duration of run, broadcast dates, schedule parameters, target audience description.
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1.2 Selling proposition is established in terms of target audience needs.

Outcome 2

Write a script for a commercial.

Evidence requirements

2.1 Script style matches expectations of target audience.

2.2 Selling proposition and call to action is included in script.

2.3 Script is set out in accordance with station practice.

Range spacing, grammar, punctuation, spelling, any instructions.

2.4 Script can be read within the time specified by the client.

Range number of words, any sound effects, pace, pausation.

2.5 Script complies with relevant broadcasting or advertising code of practice.

2.6 Approval for script is obtained from client and/or supervisor.

Replacement information	This unit standard replaced unit standard 1399.
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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

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.