

Title	Write and manage the production of advanced radio commercials		
Level	5	Credits	15

Purpose	People credited with this unit standard are able to: determine script requirements from briefs; write commercial scripts; and manage the production of radio commercials.
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Classification	Electronic Media > Radio
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Available grade	Achieved
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Guidance Information

- 1 Definitions

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

Advanced radio commercials would typically include more than one voice and use techniques such as drama, humour, characters or advanced production techniques.

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.
- 2 Five radio commercials are to be written and produced before credit can be gained for the unit standard. A range of styles across a range of briefs to achieve a variety of advertising objectives is required. Commercial timing as a general rule is seventy five words for every thirty seconds. There may be leniency for different styles, as long as it is noted in the instructions for the script.
- 3 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).
- 4 Recommended skills and knowledge:
Unit 10235, *Write a basic radio commercial*.

Outcomes and performance criteria

Outcome 1

Determine script requirements from briefs.

Performance criteria

- 1.1 Requirements for each script are established with client or sales representative.
- Range length of commercial, duration of run, broadcast dates, schedule parameters.
- 1.2 Selling proposition is established in terms of the target audience.
- 1.3 Target markets are established in terms of demographics and psychographics.

Outcome 2

Write commercial scripts.

Performance criteria

- 2.1 Scripts match the requirements of the brief.
- 2.2 Scripts are developed using advanced creative techniques.
- Range may include but is not limited to – dialogue, humour, drama, sound effects, voice selection and requirements.
- 2.3 Scripts are set out in accordance with station practice.
- Range spacing, grammar, punctuation, spelling.
- 2.4 Scripts can be read within the time specified by the client.
- 2.5 Scripts comply with the appropriate code(s) of advertising practice.
- 2.6 Scripts are approved by clients and/or supervisor.

Outcome 3

Manage the production of radio commercials.

Performance criteria

- 3.1 Production services identified are appropriate to the script.
- 3.2 Production talent is briefed in accordance with station practice.
- 3.3 Production talent is briefed in accordance with station practice.
- 3.4 Production elements are recorded in accordance with the script requirements.
- Range may include but is not limited to – voice(s), music, sound effects.
- 3.5 Commercial is approved by the sales representative, and/or the, client and/or the supervisor.

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>.