

Title	Profile current reo Māori media stakeholder organisations and production houses		
Level	4	Credits	10

Purpose	People awarded this unit standard are able to: profile current reo Māori media stakeholder organisations; profile current reo Māori media production houses.
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Classification	Reo Māori Media > Ngā Tikanga Pāpāho Māori
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Available grade	Achieved
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Guidance Information

- The context of the unit standard is limited to local rohe or takiwā. Where local rohe are also occupied by other iwi or hapū, the tangata whenua or mana whenua view will take precedence. For assessment against this unit standard, where the tangata whenua or mana whenua status is held by more than one iwi the provider will assist the candidates to identify the local tangata whenua or mana whenua iwi. Other iwi or hapū views should be encouraged to enrich and enhance understanding of key Māori concepts and practices.
- Evidence can be presented in ways that may include but are not limited to – oral presentations, visual presentations, written presentations, whakaari, waiata, haka.
- Definitions
Stakeholder organisations include but are not limited to the following:
 Radio – Te Mangai Pāho (Maori Broadcasting Funding Agency), Whakaruruhau o ngā Reo Irirangi Māori o Aotearoa (Federation of Māori Radio Stations), Te Puni Kōkiri (Ministry of Māori Development), Ministry of Economic Development, Ministry of Culture and Heritage, Minister of Broadcasting, Licence Holders (Mandated Bodies), Te Mana Whanonga Kaipāho (Broadcasting Standards Authority), Radio Boards, Independent Production Companies, Irirangi ā-Motu (New Zealand on Air), Advertisers.
 Television and Film – Ngā Aho Whakaari, (Māori in Film, Video and Television Inc), Independent Producers and Directors, SPADA (Screenwriters, Producers and Directors Association), Te Māngai Pāho (Māori Broadcasting Funding Agency), Te Puni Kōkiri (Ministry of Māori Development), Ministry of Economic Development, Ministry of Culture and Heritage, Minister of Broadcasting, Te Pūtahi Pāho and the Crown (together as licence holders), Te Mana Whanonga Kaipāho (Broadcasting Standards Authority), Te Reo Tātaki (Television New Zealand), Irirangi ā-Motu (New Zealand on Air), Advertisers.
 Print – New Zealand Advertising Authority, New Zealand Press council, Te Taura Whiri i te Reo (Language Commission), Broadcasting Standards authority (BSA), Ministry of Culture and Heritage, Huia Publishers.

Production house refers to those companies or independent producers/companies providing programs or articles for reo Māori media (e.g. iwi radio stations, Māori Television, etc.).

- 4 Relevant web-based resources include but are not limited to the following:
<http://www.bsa.govt.nz>
<http://www.tpk.govt.nz/en/in-print/our-publications>
<http://www.ngaahowhakaari.co.nz>
<http://www.tmp.govt.nz>
<http://www.manaonline.co.nz>.
- 5 *Reo Māori media* includes but is not limited to – radio, film, television, print, internet.

Outcomes and performance criteria

Outcome 1

Profile current reo Māori media stakeholder organisations.

Range evidence of two stakeholder organisations of which one must be from radio and one other from television, film, print or internet.

Performance criteria

- 1.1 Current reo Māori media stakeholder organisations are selected and profiled in terms of their respective operations. These may include; function, use of te reo, responsibilities, key relationships.

Range evidence of four operations is required.

- 1.2 Current reo Māori media stakeholder organisations are profiled in terms of their obligations in the provision and promotion of reo Māori media. These may include: audience, reach and coverage, use of te reo Māori, funding, commercial, non-commercial, corporate.

Range evidence of four is required.

- 1.3 Current reo Māori media stakeholder organisations are profiled in terms of their technical service providers.

Range evidence of one technical service for each organisation is required.

Outcome 2

Profile current reo Māori media production houses.

Range evidence of two production houses from the same reo Māori media.

Performance criteria

2.1 Current reo Māori media production houses are selected and profiled in terms of their operations.

Range programming, use of te reo, technical service providers, key relationships.

2.2 Current reo Māori media production houses are profiled in terms of their transmission platforms.

Range analogue transmission, digital transmission (both terrestrial and satellite), web-based, interactive platforms.

2.3 Current reo Māori media production houses are profiled in terms of their technical service providers.

Range evidence of one for each is required.

Planned review date	31 December 2022
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	18 June 2010	31 December 2019
Rollover	2	16 May 2013	31 December 2019
Review	3	17 August 2017	N/A
Revision	4	27 June 2019	N/A

Consent and Moderation Requirements (CMR) reference	0106
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact the NZQA Māori Qualification Services mqs@nzqa.govt.nz if you wish to suggest changes to the content of this unit standard.