

<b>Title</b>	<b>Demonstrate knowledge of radio broadcasting</b>		
<b>Level</b>	<b>2</b>	<b>Credits</b>	<b>3</b>

<b>Purpose</b>	People credited with this unit standard are able to describe: the history of radio broadcasting in New Zealand; the capability of radio broadcast as a medium; and the career options in the radio broadcast industry.
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<b>Classification</b>	Electronic Media > Radio
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<b>Available grade</b>	Achieved
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### Explanatory notes

- 1 The recommended text for this unit standard is Neill, K.; and Shanahan, M., W., (Eds), *The Great New Zealand Radio Experiment* (Victoria, Thomson Dunmore Press, 2005).
- 2 Range  
broad spectrum radio – public, commercial, Iwi;  
niche – any one of – student, access, local, Low Power FM (LPFM), Pacific Media Network (PM Network), local commercial (LC).

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### Outcomes and evidence requirements

#### Outcome 1

Describe the history of radio broadcasting in New Zealand.

#### Evidence requirements

- 1.1 The description includes the origins and evolution of radio broadcasting in New Zealand in accordance with the recommended text.
- 1.2 The description includes the contribution of the selected broad spectrum radio and niche radio to the radio landscape in accordance with the recommended text.

**Outcome 2**

Describe the capability of radio broadcast as a medium.

**Evidence requirements**

- 2.1 The description includes the strengths and weaknesses of the selected broad spectrum radio and niche radio when compared to other popular advertising media in accordance with the recommended text.

Range television, newspapers, magazines, internet.

**Outcome 3**

Describe the career options in the radio broadcast industry.

**Evidence requirements**

- 3.1 The description includes current and predicted areas of change in regional and national employment opportunities in the radio industry and is in accordance with the recommended text.

Range areas of growth, saturation, decline.

- 3.2 Description includes education and training requirements and opportunities that meet regional and national employment opportunities.

Range any three regional opportunities and any three national opportunities.

- 3.3 Roles within the radio industry are described in terms of their functions.

Range any three roles from – station manager, programme director, music director, announcer, promotions manager, sales manager, creative director, production engineer.

- 3.4 Key knowledge and skills that are critical to the three job roles outlined in 3.3 are identified in terms of running a radio station.

<b>Planned review date</b>	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	18 February 2011	N/A

<b>Accreditation and Moderation Action Plan (AMAP) reference</b>	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.

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**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.