

Title	Produce radio commercials		
Level	5	Credits	15

Purpose	People credited with this unit standard are able to: prepare to record radio commercials; record and direct voices for commercials; complete the production; and complete production administration.
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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.

In radio there are two definitions for 'production' – one is in a producing context and the other is in the overall recording context. i.e. A production engineer is the title of the person who records the commercials. For the purpose of this unit standard

Production refers to finalising the completed recording.

- 2 The commercial scripts will be supplied by the radio station. These scripts should outline the requirements of the recorded commercial, including voices to be used.
- 3 Scripts should also include at least two of – music, sound effects, audio effects, multiple voices.
- 4 For assessment against this unit standard the finished production of ten commercials of broadcast quality in accordance with station practice is required.

Outcomes and performance criteria

Outcome 1

Prepare to produce radio commercials.

Performance criteria

1.1 Production requirements are confirmed in accordance with station practice.

1.2 Production requirements are arranged before production commences.

Range script, voices, studio time, music, sound effects.

- 1.3 Style of commercial is agreed to meet writer's requirements.
- 1.4 Equipment is checked in accordance with station practice.
- 1.5 Faulty or non-operational equipment is repaired or replaced in accordance with station practice.
- 1.6 Equipment is placed to meet operational requirements.

Outcome 2

Record and direct voices for commercials.

Performance criteria

- 2.1 Voices are directed in accordance with the requirements of the commercial script instructions.
- 2.2 Editing of voice tracks removes any recording errors.

Range may include but not limited to – plosives, room noise, low levels, distortion.
- 2.3 Any necessary re-recording of voices is completed in accordance with station practice.
- 2.4 Recording is completed within the allocated studio time.

Outcome 3

Complete the production.

Performance criteria

- 3.1 Additional audio elements are added to commercial in accordance with the commercial script.

Range music, sound effects, vocal effects, stereo effects.
- 3.2 Commercials are mixed down in accordance with station practice.

Range may include but not limited to – compression, normalisation.
- 3.3 The commercials are recorded to the exact time requested by the commercial script.
- 3.4 Compilation is completed in the allocated studio time.
- 3.5 Finished commercial is approved by client and/or supervisor.

Outcome 4

Complete production administration.

Performance criteria

- 4.1 Information is recorded and stored in accordance with station practice.
Range date, title, key number, master and track number.
- 4.2 Produced commercial is entered into the system for broadcast in accordance with station practice.

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	18 February 2011	30 September 2021
Review	2	26 August 2021	30 September 2021

Consent and Moderation Requirements (CMR) reference	0002
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.