Assessment Requirements for CUAPPM505 Develop, implement and monitor program schedules

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Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package version 2.0.

Performance Evidence

Evidence of the ability to:

- analyse market research data and current program schedules, and assess implications for program schedule development
- compile written and verbal reports, with particular emphasis on audience and program analysis and conclusions drawn
- consult with key production and management staff, delivering clear briefings and presentations on scheduling issues, eliciting their views on the direction and nature of required programs, and collaborating on scheduling outcomes
- draw on research and consultation, and develop program schedules that meet the needs of the television or radio station
- implement agreed program schedules and monitor their performance.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- explain roles of different people involved in developing program schedules and how they interrelate
- describe methodology used to identify and analyse audience markets and their characteristics
- explain how ratings impact the development of program schedules
- outline the impact of technological developments in relation to distribution of program content
- discuss different ways of structuring program schedules
- explain how program classifications and content standards are reflected in program scheduling.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in creative arts industry environments. The assessment environment must include access to:

- relevant program inventories or ratings and market research
- audience profiles as targets for program schedules
- broadcast organisation's policies and objectives
- scheduling software.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational educational and training legislation, frameworks and/or standards.

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5

PwC's Skills for Australia