CUAPPM505 Develop, implement and monitor program schedules

Release: 1

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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.

Application

This unit describes the skills and knowledge required to create program schedules for television and radio broadcasters in commercial, public or community radio or television.

It applies to individuals who use knowledge of program inventories and audience demographics, flows and behavior, to plan, implement and monitor program schedules.

In this role the programmer or scheduler liaises closely with program buyers and suppliers, and generally reports to senior station managers, including program directors.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Media and Entertainment Production – Production Planning and Management

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Assess market requirements	1.1 Analyse audience research and statistics to assess current performance of station's program schedule 1.2 Identify target audience requirements, markets and demographic parameters as basis for program scheduling 1.3 Liaise with relevant personnel to determine direction and nature of programs required to meet broadcaster's policies and objectives 1.4 Document appropriate market research and consumer patterns in viewing or listening, as required

PwC's Skills for Australia

ELEMENT	PERFORMANCE CRITERIA
2. Assess current program schedule	2.1 Analyse current program inventory and types, and suggest additions or variations to more effectively meet broadcaster's policies and objectives
	2.2 Evaluate performance indicators of current scheduling to determine strategies to increase or consolidate audience shares
	2.3 Review market segments already catered for in the current schedule and identify market segments that may require additional or new programming
	2.4 Assess program schedule for revenue performance and return on investment where applicable, according to station policies and objectives
	2.5 Evaluate potential for scheduling programs across a range of distribution and transmission channels
3. Plan program schedules	3.1 Devise a range of scheduling options that meet audience and station need to achieve desired audience shares, in line with station requirements, policies and codes of practice
	3.2 Make program scheduling decisions based on audience appeal, interest and variety to maximise audience flows and audience demographic targets
	3.3 Develop program schedule, using industry-standard scheduling software and assigning appropriate weighting to programs, to achieve required impact and response
	3.4 Obtain sign-off on proposed schedule, as required for implementation
4. Implement and monitor program schedules	4.1 Oversee implementation of agreed schedule in line with organisational procedures and commercial time constraints
	4.2 Monitor, evaluate and assess program schedule on a continuing basis to ensure it continues to meet audience targets
	4.3 Modify program schedule as required in consultation with relevant personnel

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance	Description

	Criteria	
Reading	1.1-1.3, 2.2, 3.1	• Interprets information in a variety of forms regarding at times complex or abstract market research data and findings, and uses knowledge gained to identify patterns and trends and assess implications for programming requirements
Writing	1.4, 3.1, 4.3	• Develops and modifies workplace documentation for a specific audience and purpose using clear, specific and industry-related language to convey explicit requirements and ideas
Oral Communication	1.3, 4.3	• Uses listening and questioning skills to discuss objectives of the program with key others and elicit their views and opinions • Participates in a verbal exchange of ideas regarding conceptual and technical aspects of programming, using appropriate, industry-specific and clear language
Numeracy	2.4	• Performs calculations when comparing revenue with cost of program production • Uses mathematical formulas to forecast investment returns
Navigate the world of work	1.3, 3.1, 3.4	• Meets expectations associated with own role in compliance with the organisation protocols, objectives, policies and codes
Interact with others	1.3, 4.3	• Selects and uses appropriate communication methods and practices to engage in discussions, provide information and seek approval
Get the work done	2.1-2.3, 2.5, 3.1-3.3, 4.1, 4.2	• Plans, implements and monitors relatively complex routine tasks with an awareness of how they contribute to organisational performance goals • Analyses research information to develop program schedule proposals • Uses systematic analytical processes to assess scheduling decisions and identifies strategies to increase audience engagement and broadcast opportunities • Determines an appropriate mix and sequencing for programs when developing schedules • Conducts regular analysis of program schedules to ensure commercial objectives and organisational requirements are achieved • Identifies process improvements by evaluating different methodologies

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAPPM505 Develop, implement and monitor program schedules	CUFPPM501A Develop and monitor program schedules	Updated to meet Standards for Training Packages. Title change. Minor edits to elements and performance criteria.	Equivalent unit

Links

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