



Australian Government

CUAAIR201 Develop techniques for presenting information on air

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 communicate effectively on air using appropriate vocal delivery techniques.

It applies to individuals who record scripted material for broadcast and present program segments live-to-air under direct supervision of an experienced broadcaster.

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

Unit Sector

Media and entertainment production – on-air presentation

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Identify the elements of effective on-air presentation	1.1 Listen to various radio programs and identify factors that might attract or alienate listeners 1.2 Discuss effective presentation styles with colleagues and/or mentors 1.3 Identify factors that foster positive relationship between presenter and listeners
2. Develop techniques for reading scripted material	2.1 Break sentences into logical chunks to emphasise key information 2.2 Use vocal range and vary pace to deliver scripted material naturally

ELEMENT	PERFORMANCE CRITERIA
	2.3 Use a range of vocal techniques to aid in communicating information, while taking care of vocal health 2.4 Check and use correct pronunciation of words
3. Develop techniques for communicating effectively with listeners	3.1 Speak to listeners in a conversational, one-to-one manner 3.2 Use strategies to show respect and build rapport with listeners 3.3 Practise moving naturally between improvised pieces and scripted material 3.4 Present information that draws listeners into the message being conveyed 3.5 Experiment with microphone placement to determine optimum position for correct audio levels
4. Contribute to on-air programs	4.1 Rehearse scripted material to be presented live or pre-recorded 4.2 Record scripted material for pre-recorded programs with assistance of relevant personnel, according to production requirements 4.3 Evaluate own performance and seek feedback from colleagues to identify areas for improvement 4.4 Record material for pre-recorded programs again, as required 4.5 Deliver finished recording for pre-recorded programs to relevant personnel according to station operating procedures 4.6 Present agreed program segments live-to-air in conjunction with experienced broadcasters

Foundation Skills

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

Skill	Performance Criteria	Description
Learning	4.3	Uses feedback and self-reflection to identify own learning needs
Reading	2.1, 2.3, 2.4, 3.3, 3.4, 4.1, 4.2, 4.5	Interprets text to determine vocal requirements as well as word emphasis to communicate message
Writing	1.1, 1.3	Records information that contributes to effective

		presentations
Oral Communication	1.1, 1.2, 2.1-2.4, 3.1-3.5, 4.1-4.6	• Extracts meaning from aural sources • Uses listening and questioning techniques to confirm requirements • Speaks clearly using correct pronunciation of words • Chooses appropriate vocal delivery techniques to convey message and engage listeners
Navigate the world of work	2.3, 4.5	• Understands work health and safety requirements in relation to vocal health • Follows organisational procedures for delivering required outcomes
Interact with others	1.2, 3.1-3.4, 4.2, 4.3, 4.5, 4.6	• Works collaboratively with others to deliver agreed program • Uses interpersonal skills to build positive relationships with listeners
Get the work done	1.1-1.3, 2.1-2.4, 3.1-3.5, 4.1-4.6	• Understands when to take responsibility and when to include others in developing effective presentation techniques • Plans and implements practice and rehearsal sessions • Identifies areas for improvement in collaboration with colleagues and/or mentors • Uses technology to assist with recording

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAAIR201 Develop techniques for presenting information on air	CUFAIR201A Develop techniques for presenting information on radio	Updated to meet Standards for Training Packages. Title changed. Minor edits to clarify performance criteria.	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>

Assessment Requirements for CUAAIR201 Develop techniques for presenting information on air

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Performance Evidence

Evidence of the ability to:

- read scripted information in a natural way using a range of vocal techniques, correct pronunciation and appropriate language
- identify and use techniques to communicate required messages to listeners
- use microphone and recording equipment correctly to deliver pre-recorded and live content, in collaboration with others.

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 why it is important for a presenter to build positive relationships with listeners
- list and describe factors that could attract or alienate listeners
- describe presentation styles and vocal techniques that are used to convey information and situations in which they could be used
- describe work health issues as they relate to vocal care.

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:

- scripted materials
- audio equipment.

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

Links

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