



Australian Government

CUAAIR211 Develop techniques for presenting information on-air

Release: 1

CUAAIR211 Develop techniques for presenting information on-air

Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package version 5.0.

Application

This unit describes the skills and knowledge required to communicate effectively on-air using different vocal delivery techniques.

The unit applies to those 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 elements of effective on-air presentation	1.1 Analyse various radio programs and identify factors that might attract or alienate listeners 1.2 Discuss and evaluate effective and safe presentation styles with required personnel 1.3 Identify factors that foster a positive relationship between presenter and listeners
2. Develop techniques for on-air reading and communication	2.1 Deliver scripted material naturally, using vocal inflection 2.2 Identify and implement vocal techniques and exercises to take care of vocal health 2.3 Practise speaking to listeners in a conversational, one-to-one manner 2.4 Express key information points by breaking sentences into logical

ELEMENT	PERFORMANCE CRITERIA
	chunks 2.5 Confirm and use correct pronunciation of words 2.6 Identify strategies to show respect and build rapport with listeners 2.7 Practise moving naturally between improvised pieces and scripted material 2.8 Determine optimum position for microphone placement for correct audio levels
3. Contribute to on-air programs	3.1 Rehearse scripted material to be presented live or pre-recorded 3.2 Record scripted material for pre-recorded programs with assistance of required personnel, according to production requirements 3.3 Evaluate own performance and identify areas for improvement using feedback from required personnel 3.4 Implement feedback and re-record material for pre-recorded programs as required 3.5 Deliver finished recording for pre-recorded programs to required personnel according to station operating procedures 3.6 Present agreed program segments live-to-air in conjunction with experienced broadcasters

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Learning	Identifies own learning needs using feedback and self-reflection
Oral communication	- Extracts meaning from aural sources - Confirms requirements using listening and questioning techniques
Reading	Interprets text to determine vocal requirements and areas for word emphasis
Writing	Records information that contributes to effective presentations
Planning and organising	Plans and implements practice and rehearsal sessions
Self-management	- Follows work health and safety requirements in relation to vocal health - Follows organisational procedures for delivering required outcomes

SKILL	DESCRIPTION
Teamwork	• Delivers agreed program in collaboration with others • Uses interpersonal skills to builds positive relationships with listeners • Understands when to take responsibility and when to include others in developing effective presentation techniques
Technology	• Uses technology to assist with recording

Unit Mapping Information

Supersedes and is equivalent to CUAAIR201 Develop techniques for presenting information on air.

Links

Companion Volume Implementation Guide is found on VETNet -

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

Assessment Requirements for CUAAIR211 Develop techniques for presenting information on-air

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Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- contribute to at least one on-air presentation for each of the following:
 - pre-recorded
 - live.

In the course of the above, the candidate must:

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

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- factors that could attract and alienate listeners
- presentation styles and vocal techniques that are used to convey information on-air and situations in which they could be used
- strategies for and benefits of demonstrating respect and building rapport with on-air listeners
- strategies to evaluate performance and respond to feedback to improve techniques
- station operation procedures for finishing recordings
- procedures for presenting program segments live-to-air in conjunction with experienced broadcasters
- basic station operating procedures
- basic improvisation techniques
- work health and safety requirements relating to vocal care.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- scripted and recorded materials
- interaction with others required to demonstrate the performance evidence
- audio equipment required to demonstrate the performance evidence.

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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