



Australian Government

CUAAIR401 Conduct interviews

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 plan, prepare and conduct interviews for broadcast.

It applies to radio and television presenters responsible for conducting live-to-air or pre-recorded interviews on a wide range of topics from short, single-issue pieces to moderately in-depth coverage of a topic.

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. Plan and prepare for interviews	1.1 Identify the main purpose of an interview and factors that may affect how the interview is conducted 1.2 Research interview topics and interviewee backgrounds by reading and making notes from various information sources 1.3 Develop, and organise in a logical sequence, questions that elicit information relevant to the topic 1.4 Refine questions by anticipating answers interviewees may give 1.5 Seek expert advice on issues that could result in a breach of relevant legislation and broadcasting codes of practice 1.6 Discuss interview line of questioning with relevant personnel 1.7 Write short links to introduce topics and interviewees and to

ELEMENT	PERFORMANCE CRITERIA
	forward promote interviews 1.8 Discuss line of questioning with interviewees and obtain prior agreement to broadcast interview where appropriate 1.9 Book facilities and equipment required to conduct interviews according to enterprise procedures and production requirements
2. Conduct interviews	2.1 Establish an atmosphere that elicits the best possible response from interviewees, and check recording location is safe 2.2 Adopt an interview style appropriate for the format, topic, interviewee and target audience 2.3 Select and use microphones correctly and safely in studio and non-studio locations to optimise quality of recordings 2.4 Introduce interviewees, follow prepared line of questioning and listen to answers to identify further questions that could be asked 2.5 Conduct unplanned lines of questioning, if necessary, to enhance quality and content of interviews 2.6 Recover presentation errors and respond to equipment malfunction with minimum disruption to flow of interview 2.7 Bring interviewees back to the topic being discussed if necessary 2.8 Provide a brief recap on the topic and interviewee for listeners who may not have heard the start of the interview 2.9 Wrap up interviews in the given time and thank interviewees for their contribution
3. Evaluate own performance	3.1 Listen back to interviews and note areas for improvement 3.2 Seek feedback from relevant personnel on quality and content of interviews 3.3 Refine interviewing techniques to accommodate own performance assessment and feedback from colleagues and listeners

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	3.1-3.3	Seeks views and opinions of others to implement strategies to improve work performance
Reading	1.2, 1.3, 1.4	- Interprets and researches information relevant to production requirements - Reads prepared questions
Writing	1.2-1.4, 1.7, 3.1	- Summarises relevant information to inform preparation of questions - Prepares and refines interview questions
Oral Communication	1.5, 1.6, 1.8, 2.4, 2.5, 2.7, 2.8, 2.9, 3.1, 3.2	- Uses effective words and non-verbal in a broad range of contexts - Obtains information by listening and questioning
Navigate the world of work	1.5, 1.9, 2.1, 2.3	Applies organisational procedures and relevant regulations associated with job role
Interact with others	1.5, 1.6, 1.8, 2.4, 2.5, 2.7, 2.8, 2.9, 3.2	- Selects and uses appropriate communication practices and protocols in a range of contexts - Works collaboratively with relevant personnel to ensure interviews are completed according to production requirements
Get the work done	1.1-1.9, 2.1, 2.3, 2.6, 3.2, 3.3	- Adopts a methodical and logical approach to planning, organising, conducting and evaluating interviews - Makes decisions directly related to own role - Responds to and addresses problems with equipment or presentation

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAAIR401 Conduct interviews	CUFAIR401A Conduct interviews	Updated to meet Standards for Training Packages. Performance criteria reworded for clarity.	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 CUAAIR401 Conduct interviews

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Performance Evidence

Evidence of the ability to:

- prepare for and record different styles of interviews for different forms of content
- demonstrate effective interviewing and communication techniques including listening, questioning and non-verbal communication
- use critical listening skills to follow unplanned lines of questioning with interviewees
- select and use relevant microphones correctly to ensure highest quality recording
- evaluate own communication techniques in discussion with relevant people and refine interview style in response to feedback.

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 factors that may affect how an interview is conducted
- list and describe different types of questions and give an example of when each might be used
- describe different interview styles and when each style would be appropriate
- identify key laws and regulations that apply to broadcasting and explain the consequences of breaching these
- list and describe typical facilities and equipment used to conduct interviews
- outline typical issues and challenges of conducting interviews and how to handle these
- outline fundamental work health and safety requirements as they relate to recording interviews in studio and non-studio locations.

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:

- recording and playback equipment
- information on legislation and codes of practice that apply to broadcasting
- interaction with others.

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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