



Australian Government

CUAAIR411 Plan and conduct interviews

Release: 1

CUAAIR411 Plan and conduct interviews

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 plan, prepare for and conduct interviews for broadcast.

The unit applies to those who are radio and television presenters and who are 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 purpose of an interview and factors that may affect how it is conducted 1.2 Research interview topics and interviewee backgrounds by reading and making notes from various information sources 1.3 Develop and organise 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 required personnel 1.7 Write short links to introduce topics and interviewees and to forward promote interviews

ELEMENT	PERFORMANCE CRITERIA
	1.8 Discuss line of questioning with interviewees and obtain prior agreement to broadcast interview 1.9 Book facilities and equipment required to conduct interviews according to organisational 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 Optimise quality of recordings using microphones correctly and safely in studio and non-studio locations 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 required 2.6 Recover from 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 required 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 required personnel on quality and content of interviews 3.3 Refine interviewing techniques using own performance assessment and feedback from required personnel and listeners

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
Oral communication	• Uses clear language and non-verbal communication in different contexts • Obtains information by listening and questioning
Reading	• Interprets and researches information relevant to production requirements • Reads prepared questions

SKILL	DESCRIPTION
Writing	Summarises required information to inform preparation of questions
Problem solving	Responds to and addresses problems with equipment or presentation
Self-management	- Applies organisational procedures and regulations associated with job role - Selects and uses appropriate communication practices and protocols different contexts - Adopts a methodical and logical approach to planning, organising, conducting and evaluating interviews - Makes decisions directly related to own role
Teamwork	Works collaboratively with required personnel, ensuring interviews are completed according to production requirements

Unit Mapping Information

Supersedes and is equivalent to CUAAIR401 Conduct interviews.

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 CUAAIR411 Plan and conduct interviews

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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:

- plan for, conduct and record at least two interviews of different interview styles and for different forms of content.

In the course of the above, the candidate must:

- demonstrate 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 required microphones correctly to ensure highest quality recording
- evaluate own communication techniques in discussion with required personnel and refine interview style in response to feedback.

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:

- organisational procedures and production requirements for booking and conducting interviews
- factors that may affect how an interview is conducted
- effective strategies to research interview topics and interviewee backgrounds
- strategies to evaluate performance and respond to feedback to improve techniques
- non-verbal communication techniques for conducting interviews
- different types of questions and examples of when each might be used
- different interview styles and when each style would be appropriate
- key laws and regulations that apply to broadcasting and the consequences of breaching these
- typical facilities and equipment used to conduct interviews
- typical issues and challenges of conducting interviews and how to handle these
- industry standard broadcasting standards and codes of practice

- work health and safety requirements relating to recording interviews in studio and non-studio locations.

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:

- recording and playback equipment required to demonstrate the performance evidence
- interaction with others required to demonstrate the performance evidence
- information on legislation and codes of practice that apply to broadcasting.

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

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