



Australian Government

CUAPPM404 Produce programs and program segments

Release: 1

CUAPPM404 Produce programs and program segments

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 produce television or radio programs and program segments that can be prerecorded, presented live-to-air or re-purposed for online access.

It applies to individuals who apply knowledge of audience behaviour to generate creative ideas, and produce programs, for various broadcast media.

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
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Undertake pre-production	1.1 Brief relevant personnel on program content and production requirements 1.2 Collaborate with relevant personnel to determine best way to address technical aspects of productions 1.3 Check research undertaken for programs is reliable and completed by agreed deadlines 1.4 Confirm program material complies with relevant legislation and broadcasting codes of practice 1.5 Ensure program material is prepared in line with target audience needs, production requirements, budget and timelines 1.6 Structure programs to build and maintain audience interest

ELEMENT	PERFORMANCE CRITERIA
	1.7 Identify and organise appropriate interviewees, contributors and talent for programs 1.8 Identify back-up items to cover unforeseen shortfalls in program content
2. Produce program segments	2.1 Ensure program material for segments is recorded in line with running sheets 2.2 Review recorded program segments to confirm they meet production requirements, and re-record as required 2.3 Complete documentation related to program segments in line with enterprise procedures 2.4 Submit program segments for broadcast to relevant personnel
3. Produce programs	3.1 Confirm with relevant personnel that production facilities are operational before recording or going live 3.2 Provide presenters with advice, direction and feedback to ensure broadcast quality and interaction with interviewees, contributors and talent meets production requirements 3.3 Cue guests and other content as appropriate 3.4 Monitor production and refer technical problems to relevant personnel as they occur to minimise disruption to program flow 3.5 Monitor pace and flow of programs and take action to bring them back on track if necessary 3.6 Allow time before the end of live broadcasts for presenters to respond to any issues that arise 3.7 Submit programs for broadcast to relevant personnel
4. Contribute to program planning and evaluation	4.1 Debrief, with relevant personnel, to evaluate how well programs achieved creative and technical goals 4.2 Identify suggestions for improvement to be incorporated into future programs 4.3 Generate ideas for programs that represent fresh angles and perspectives on topics likely to engage, entertain and inform audiences 4.4 Discuss ideas with relevant personnel and seek approval to follow through into future production

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
Reading	1.3-1.5, 2.2	Interprets information in a variety of forms and uses knowledge gained to evaluate program and segment options
Writing	1.5, 2.3	Develops material for a specific audience and purpose using clear, specific and industry-related language to convey explicit requirements and ideas
Oral Communication	1.1, 3.3, 3.4, 4.1, 4.4	- Uses listening and questioning skills to discuss objectives of the program with key others and to confirm understanding - Participates in a verbal exchange of ideas regarding conceptual and technical aspects of productions, using appropriate, industry-specific and clear language
Numeracy	1.5	Calculates with whole numbers and routine fractions, decimals or percentages to produce programs in line with allocated budgets and cost estimates
Navigate the world of work	1.3-1.5, 2.3, 2.4, 3.7	- Understands scope of own role and associated responsibilities, and the need to coordinate with others - Takes responsibility for adherence to industry laws and regulations in planning and producing programs - Complies with organisational expectations - Participates in evaluation processes and identifies future improvements
Interact with others	1.1, 1.2, 3.2, 3.4, 4.1, 4.4	- Collaborates with creative and technical personnel to achieve joint outcomes - Provides assistance and feedback to others to achieve quality program content - Selects and uses appropriate communication methods and practices to engage in discussions with others and elicit feedback
Get the work done	1.2, 1.6-1.8, 2.1-2.3, 3.1, 3.4-3.6, 4.2, 4.3	- Plans and produces programs and segments in a logical and systematic method, and manages required communication - Initiates program concepts and monitors development steps for compliance and suitability - Recognises and takes responsibility for problems that affect production quality, content and deadlines - Makes aesthetic and technical decisions to maintain

		program flow and audience engagement • Develops new concepts from evaluation and feedback
--	--	---

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAPPM404 Produce programs and program segments	CUFPPM401A Produce programs and program segments	Updated to meet Standards for Training Packages. Minor edits to elements and 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 CUAPPM404 Produce programs and program segments

Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package version 2.0.

Performance Evidence

Evidence of the ability to:

- analyse and use research material to produce programs covering a range of topics
- deliver clear briefings to production staff and program guests
- oversee pre-production activity to ensure technical and creative objectives are met, and that program material complies with broadcasting regulations and production requirements
- record programs over a period of time that structure content in a way that maintains audience interest
- provide clear verbal and non-verbal cues during productions
- conduct program evaluation and provide feedback to inform future programs.

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:

- describe technical and creative responsibilities of television and radio producers in relation to program segments and overall program production
- identify typical problems and challenges of producing programs and program segments, and briefly describe solutions
- discuss audience behaviour patterns, and identify the principles behind building and maintaining audiences
- outline legislation and codes of practice relevant to broadcasting that must be considered when producing programs.

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:

- media production facilities
- video or audio playback equipment for evaluation of recordings.

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

Links

Companion Volume implementation guides are found in VETNet -

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