



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