



Australian Government

CUAPPM414 Produce programs and program segments

Release: 2

CUAPPM414 Produce programs and program segments

Modification History

Release	Comments
Release 2	This version first released with CUA Creative Arts and Culture Training Package version 5.1. Version created to correct unit mapping error.
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 produce television and radio programs and program segments that can be pre-recorded, presented live-to-air or re-purposed for online access. It involves undertaking pre-production activities, producing programs and program segments, and contributing to further program planning.

The unit applies to those who apply knowledge of audience behaviour to generate creative ideas, and produce programs and program segments 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 required personnel on program content and production requirements 1.2 Determine strategies that address technical, artistic and safety aspects of production in collaboration with required personnel 1.3 Confirm research undertaken for programs meets production requirements 1.4 Confirm program material complies with required legislation and

ELEMENT	PERFORMANCE CRITERIA
	broadcasting codes of practice 1.5 Ensure program material is prepared and structured according to production requirements 1.6 Identify and organise interviewees, contributors and talent that meet production requirements 1.7 Identify back-up items for covering unforeseen shortfalls in program content
2. Produce program segments	2.1 Confirm production facilities are operational and required personnel are in position according to production requirements 2.2 Record program material for segments in line with running sheets 2.3 Review recorded program segments and confirm production requirements are met, re-recording as required 2.4 Complete program segment documentation according to organisational procedures 2.5 Submit program segments for broadcast to required personnel
3. Produce programs	3.1 Confirm production facilities are operational and required personnel are in position according to production requirements 3.2 Provide presenters with advice, direction and feedback, and confirm broadcast quality and interaction with interviewees, contributors and talent meets production requirements 3.3 Cue guests and other content as required 3.4 Monitor production and refer technical problems to required personnel as required 3.5 Monitor pace and flow of programs and take action where necessary according to production requirements 3.6 Include time at end of live broadcasts and ensure presenters respond to issues that arise 3.7 Submit programs for broadcast to required personnel
4. Contribute to program planning and evaluation	4.1 Debrief with required personnel and evaluate programs in line with production requirements 4.2 Complete production documentation and store production resources according to organisational and production requirements 4.3 Ensure production location is returned to original or improved condition 4.4 Identify suggestions for improvement and note for future use 4.5 Generate ideas for programs that represent fresh angles and perspectives on topics likely to engage, entertain and inform audiences 4.6 Discuss ideas with required personnel and seek approval for implementing ideas into future production

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
Numeracy	Calculates with whole numbers and routine fractions, decimals or percentages
Oral communication	- Discusses objectives of program with others and confirms understanding using listening and questioning skills - Participates in verbal exchange of ideas regarding conceptual and technical aspects of productions using appropriate, industry-specific and clear language
Reading	Evaluates program and segment options using knowledge gained and information interpreted in different forms
Writing	Conveys explicit requirements in developed material and ideas using clear, specific and industry terminology
Initiative and enterprise	- Recognises and takes responsibility for production problems - Makes aesthetic and technical decisions and maintains program flow and audience engagement - Develops new concepts from evaluation and feedback
Planning and organising	- Plans and produces programs and segments in logical and systematic method and manages required communication - Initiates program concepts and monitors development steps
Self-management	- Meets requirements of own role and associated responsibilities and coordinates with others as required - Takes responsibility for adherence to industry laws and regulations - Complies with organisational expectations - Participates in evaluation processes and identifies future improvements
Teamwork	- Collaborates with creative and technical personnel - Provides assistance and feedback to others - Engages in discussions with others and elicits feedback using selected communication methods

Unit Mapping Information

Supersedes and is not equivalent to CUAPPM404 Produce programs and program segments and CUAPPM408 Floor manage studio shoots.

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 CUAPPM414 Produce programs and program segments

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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:

- produce at least one program and at least one program segment according to different production requirements.

In the course of the above, the candidate must:

- interpret and respond to technically feasible production requirements
- produce programs covering different topics based on analysed research material
- deliver clear briefings to production staff and program guests
- oversee pre-production activity and ensure program material complies with broadcasting regulations
- structure content
- record programs according to production timelines
- provide clear verbal and non-verbal cues during productions
- conduct program evaluation and provide 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:

- production requirements that affect producing programs and program segments, including:
 - target audience needs and interest
 - budget
 - timelines
 - creative and technical goals

- industrial awards and agreements
- technical, artistic and safety parameters
- technical and creative responsibilities of producers relating to program segments and overall program production
- research methods used when identifying program content and items
- structures used when preparing and compiling program material for broadcast
- sources and methods for identifying interviewees, contributors and talent
- typical problems and challenges of producing programs and program segments and common solutions
- typical techniques used when producing programs and program segments
- methods of documenting programs and program segments
- audience behaviour patterns and the principles behind building and maintaining audiences
- organisational procedures for completing program segment documentation
- legislation and codes of practice that must be considered when producing programs.

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:

- media production facilities
- interaction with others required to demonstrate the performance evidence
- 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.

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