



Australian Government

CUAPPM515 Develop, implement and monitor program schedules

Release: 1

CUAPPM515 Develop, implement and monitor program schedules

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 create program schedules for television and radio broadcasters in commercial, public or community radio or television.

The unit applies to those who use knowledge of program inventories and audience demographics, flows and behaviour, to plan, implement and monitor program schedules. In this role the programmer or scheduler liaises closely with program buyers and suppliers, and generally reports to senior station managers, including program directors.

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. Assess market requirements	1.1 Identify organisational policies and objectives for programs in discussion with required personnel 1.2 Analyse audience research and statistics, and assess current performance of organisation's program schedule 1.3 Identify target audience requirements, markets and demographic parameters, and confirm basis for program scheduling 1.4 Determine direction and nature of programs required to meet organisational policies and objectives in discussion with required personnel 1.5 Document market research and consumer patterns in viewing or

ELEMENT	PERFORMANCE CRITERIA
	listening, as required
2. Assess current program schedule	2.1 Analyse current program inventory and types, and suggest additions or variations that meet organisational policies and objectives 2.2 Evaluate performance indicators of current scheduling and determine strategies that increase or consolidate audience shares according to organisational policies and objectives 2.3 Review market segments already catered for in current schedule and identify market segments that require additional or new programming 2.4 Assess program schedule for revenue performance and return on investment as required according to organisational policies and objectives 2.5 Evaluate potential for scheduling programs across different distribution and transmission channels
3. Plan program schedules	3.1 Determine different scheduling options that meet organisational policies and objectives 3.2 Make program scheduling decisions that meet organisational policies and objectives 3.3 Develop program schedule using industry-standard scheduling software and assign weighting to programs according to organisational policies and objectives 3.4 Obtain sign-off on proposed schedule for implementation as required
4. Implement and monitor program schedules	4.1 Oversee implementation of agreed schedule in line with organisational procedures and commercial time constraints 4.2 Monitor, evaluate and assess program schedule at regular intervals and confirm compliance with organisational policies and objectives 4.3 Modify program schedule as required in consultation with required personnel

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	Performs calculations when comparing revenue with cost of program production

SKILL	DESCRIPTION
	• Forecasts investment returns using mathematical formulas
Oral communication	• Discusses objectives of program and elicits views and opinions of others using listening and questioning skills • Participates in verbal exchange of ideas regarding conceptual and technical aspects of programming using industry-specific and clear language
Reading	• Interprets information from complex or abstract market research data and findings • Identifies patterns and trends and assesses implications for programming requirements
Writing	• Develops and modifies workplace documentation for specific audience and purpose • Conveys explicit requirements and ideas using clear, specific and industry-related language
Planning and organising	• Plans, implements and monitors routine tasks of different complexity • Assesses scheduling decisions using systematic analytical processes • Evaluates different methodologies and identifies process improvements
Self-management	• Complies with organisation protocols, objectives, policies and codes
Teamwork	• Engages in discussion, provides information and seeks approval using selected communication methods and practices

Unit Mapping Information

Supersedes and is equivalent to CUAPPM505 Develop, implement and monitor program schedules and supersedes and is not equivalent to CUAPPM405 Schedule radio playlists.

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 CUAPPM515 Develop, implement and monitor program schedules

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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:

- develop, implement and monitor at least two program schedules according to different organisational policies and objectives.

In the course of the above, the candidate must:

- analyse market research data and current program schedules, and assess implications for program schedule development
- compile written and verbal reports with emphasis on audience and program analysis and conclusions drawn
- consult with key production and management staff and:
 - deliver clear briefings and presentations on scheduling issues
 - elicit views on direction and nature of required programs
 - collaborate on schedule outcomes
- draw on research and consultation and develop program schedules
- implement agreed program schedules and monitor schedule performance.

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:

- roles of different people involved in developing program schedules and how they interrelate
- common organisational policies and objectives for developing, implementing and monitoring program schedules that address:
 - desired audience shares
 - audience appeal, interest, variety, and flow standards
 - demographic targets
 - program impact and response

- workplace reports
- methodology used to identify, analyse and document audience markets and their characteristics
- methodology and technology used to analyse and plan program schedules
- the impact of ratings on the development of program schedules
- the impact of technological developments in relation to distribution of program content
- different ways of structuring and documenting program schedules
- ways program classifications and content standards are reflected in program scheduling.

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:

- program inventories, ratings and market research
- audience profiles as targets for program schedules
- organisational policies and objectives
- scheduling software
- interactions with others required to demonstrate the performance evidence.

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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