Australian Government

Department of Education, Employment and Workplace Relations

CUFPPM401A Produce programs and program segments

Revision Number: 1

ISC INDUSTRY SKILLS COUNCILS
Creating Australia's Future

CUFPPM401A Produce programs and program segments

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to produce television or radio programs and program segments.
	No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Application of the unit	Television and radio producers apply the skills and knowledge outlined in this unit. Programs and program segments can be pre-recorded, presented live-to-air or re-purposed for online access. Producers are responsible for ensuring that all aspects of programs meet production requirements and display a solid understanding of audience behaviour and expectations.
	Even though producers generally operate with a fair degree of autonomy, they are members of a production team and are expected to contribute to overall program planning, particularly in relation to generating creative ideas for programs.
	Skills associated with researching material for programs are covered in:
	• CUFRES401A Conduct research.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
Undertake pre-production	1. Brief *relevant personnel* about program content and other *production requirements*
	2. Collaborate with relevant personnel to determine best way to address *technical aspects* of productions
	3. Ensure that all research undertaken for *programs* is reliable and completed by agreed deadlines
	4. Ensure that no *program material* breaches *broadcasting laws or regulations*
	5. Ensure that all program material is prepared in line with *target audience needs*, production requirements and timelines
	6. Structure programs to build and maintain audience interest throughout
	7. Identify and organise appropriate interviewees, *contributors and talent* for programs
	8. Identify back-up items to cover unforeseen shortfalls in program content
Produce program segments	9. Ensure that all program material for segments is recorded in line with running sheets
	10. Review recorded program segments to determine if they meet production requirements and re-record as required
	11. Complete *documentation* related to program segments in accordance with enterprise procedures
	12. Submit program segments for broadcast to relevant personnel
Produce programs	13. Check with relevant personnel that all *production facilities* are operational before recording or going live
	14. Provide presenters with advice, direction and feedback to ensure that interaction with interviewees, contributors and talent meets production requirements
	15. Cue guests and other content in a timely fashion
	16. Advise relevant personnel of technical problems as they occur to minimise disruption to program flow
	17. Monitor pace and flow of programs and take action to bring them back on track if necessary
	18. If producing live broadcasts, allow time for presenters to respond appropriately before the end of programs to any issues that arise
	19. Submit programs for broadcast to relevant personnel

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ELEMENT	PERFORMANCE CRITERIA
Contribute to program planning	20. Debrief with relevant personnel about how well programs achieved creative and technical goals
	21. Incorporate suggestions for improvement into future programs
	22. Generate ideas for programs, looking always for fresh angles and perspectives on topics
	23. Discuss ideas with relevant personnel and seek approval to follow through into production

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Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- well-developed communication and literacy skills sufficient to:
  - deliver clear briefings to production staff and program guests
  - provide clear verbal and non-verbal cues during productions
  - interact appropriately with people from diverse cultural backgrounds, particularly in sensitive situations
  - interpret and complete workplace documentation
- teamwork skills sufficient to:
  - foster cooperation and creative synergy within production teams
  - give and receive constructive feedback on performance
- technical skills sufficient to:
  - use common features of word processing, spreadsheet and database applications
  - direct the editing of program segments
  - use two-way communication devices
- aural discrimination skills sufficient to ensure that sound levels are consistent
- in a television context, visual discrimination skills in relation to advising on the overall look of visual content
- initiative and flexibility sufficient to:
  - resolve unexpected problems
  - generate and realise ideas that lead to programs that engage, entertain and inform audiences
  - manage a range of tasks concurrently
- self-management and planning skills sufficient to:
  - work under pressure and meet deadlines
  - manage work calmly and effectively to achieve goals and results
- well-developed organisational and administrative skills
- numeracy skills sufficient to interpret budgets and cost estimates

Required knowledge

- industry knowledge, including:
  - roles and responsibilities of personnel
  - sound understanding of artistic and technical elements of programs
  - issues and challenges that arise in producing programs
- audience behaviour patterns, including principles behind building and maintaining audiences
- sound understanding of common law and broadcasting regulations as listed in the

REQUIRED SKILLS AND KNOWLEDGE

range statement

- OHS standards as they relate to the operations of a television or radio station

Evidence Guide

EVIDENCE GUIDE	
The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the following is essential: • ability to integrate a number of different tasks simultaneously when producing programs • ability to analyse and use research material effectively when producing programs covering a range of topics • programs recorded over a period of time that demonstrate an ability to structure content in a way that maintains audience interest • ability to lead and motivate a small team.
Context of and specific resources for assessment	Assessment must ensure: • access to media production facilities to record programs and program segments • access to video or audio playback equipment to enable evaluation of recordings by the candidate • access to appropriate learning and assessment support when required • use of culturally appropriate processes and techniques appropriate to the language and literacy capacity of learners and the work being performed.
Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit: • direct questioning combined with review of portfolios of evidence and third-party workplace reports of on-the-job performance • evaluation of programs produced by the candidate, including discussion with candidate about the process followed to produce the programs • observation of the candidate producing programs or program segments • written or oral questioning to test knowledge as listed in the required skills and knowledge section of this unit.

EVIDENCE GUIDE	
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: • CUFDRT401A Direct television programs and segments • CUFRES401A Conduct research • CUFWRT403A Write narration and current affairs material.

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Range Statement

RANGE STATEMENT
The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Relevant personnel may include:	• announcers • broadcasters • clients • contestants • interview subjects • journalists • performers • presenters • producers • program hosts • program managers and directors • sales representatives • technical directors • other technical/specialist staff.
Production requirements may include:	• attributions • audience • budget • capabilities of the studio • confidentiality • content • contractual • copyright • deadlines • direct quotes • duration • ethics • intellectual property • interviews • location • purpose • schedule • style.

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Technical aspects may include:	• archival sources • audio and video streaming • music • online follow-up, e.g. chat forums • podcasting • sound effects • special effects • stereo imaging • tone of voice • visual effects • voices - speaking and choral.
Programs may include:	• documentaries • live events and performances • magazine and chat • music • news and current affairs • online • special features and forums • sporting events • talkback.
Program material may include:	• comedy segments • commercials • community announcements • current affairs • drama segments • front and back announcements • interviews • music • news • pre-recorded segments • sound effects • sponsorship announcements • sports segments • telephone calls.
Broadcasting laws or regulations may include:	• broadcasting codes of practice • contempt of court • copyright • defamation • intellectual property • obscenity

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RANGE STATEMENT

	• privacy legislation • program classification and content standards • racial vilification.
Target audience needs **may include:**	• access and representation • education • entertainment • information • understanding.
Contributors and talent **may include:**	• academics • artists • community representatives • contestants • government representatives • historians • members of the general public • news-makers • performers • philosophers • scientists • sports people • topic specialists.

Documentation **may include:**	• on-air front and back announcements
	• cue sheets
	• log sheets
	• program documentation, including:
	    • broadcast date and time
	    • track numbers
	    • plot and thematic information
	    • master and copy.

Production facilities **may include:**	• live feeds
	• outside broadcast equipment
	• studio equipment for television and radio:
	    • control booth equipment
	    • talkback and telephone.

Unit Sector(s)

Unit sector	

Competency field

Competency field	Media and entertainment production - production planning and management

Co-requisite units

Co-requisite units		

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