

CUFAIRO2A Conduct an interview

This unit describes the skills and knowledge required to plan, prepare and conduct an interview for broadcast.

Element	Performance criteria
1 Plan and prepare for the interview	1.1 Determine and establish the main production requirements of the interview
	1.2 Conduct any research necessary to fulfil the interview requirements according to production requirements
	1.3 Ensure that all necessary research is completed in readiness for the interview
	1.4 Develop questions that elicit information relevant to the program and production requirements
	1.5 Organise the questions in a sequence appropriate to the production requirements of the interview
	1.6 Realise and establish an interview style that meets the target audience requirements
	1.7 Obtain agreement prior to interview from interviewee for broadcast of subsequent material obtained during interview, where necessary
	1.8 Advise interviewee of key line of questioning prior to interview in accordance with station and production requirements, where necessary
	1.9 Rehearse the interview, if required, using appropriate communication techniques, according to production requirements
2 Conduct the interview	2.1 Establish working environment that elicits the best possible response from the interviewee
	2.2 Adopt an interview style that is suitable for both the interviewee and target audience, if required
	2.3 Introduce the interviewee according to station and target audience requirements
	2.4 Structure the interview to meet the program objectives

- 2.6 Execute interview and communication skills that meet with production requirements and contribute to the best possible outcome for the interview
- 2.7 Conduct unplanned lines of questioning, if necessary, to promote the overall production requirements of the interview
- 2.8 Assess interview prior to broadcast, where necessary, to ensure it meets production requirements
- 2.9 Present back announcement to conclude interview in accordance with production and station requirements

Range of variables

Variable	Scope
Types of production may include:	<ul style="list-style-type: none">• music programs• talkback programs• special interest and variety programs• news and current affairs• documentaries• live events and performances
Relevant information and research sources may include:	<ul style="list-style-type: none">• media• reference books• libraries• industry associations and organisations• industry journals• publications – newsletters, magazines, bulletins and letters• computer data, including the internet• organisational policies, procedures and journals• federal and state industrial relations departments• occupational health and safety laws, regulations, journals• personal observations and experience• discussions with current industry practitioners• discussions with manufacturers - technical and sales personnel• specialist technical publications• manufacturers' handbooks, manuals, promotional material
Purpose of an interview may be to:	<ul style="list-style-type: none">• justify, interpret or obtain an opinion/comment• gain information/facts• elicit anecdotal information• recount a personal experience• delve into a personality

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- Production requirements may include:
- duration
 - style
 - content
 - budget
 - deadlines
 - location
 - audience
 - purpose
 - contractual
 - confidentiality
 - intellectual property
 - copyright
 - schedule
 - direct quotes
 - attributions
 - interviews
- Appropriate personnel may include:
- producers
 - writers
 - program directors
 - broadcasters
 - interviewees
 - clients/customers
 - sales representatives
 - performers
 - community representatives
 - other technical staff
 - other specialist staff
- Appropriate communication techniques may include:
- effective listening skills
 - reflecting skills
 - following skills
 - body language
 - open questions
 - closed questions
- Auditory elements may include:
- voices – speaking, choral
 - tone of voice
 - sound FX (effects)
 - music
 - word pictures
- Station requirements may include:
- broadcast law including defamation legislation
 - Indigenous law and protocols
 - broadcast codes of practice
 - broadcast standards
 - station policy
 - ethical standards

Interview skills may include the use of:

- listening
- open questions
- clarifying questions
- paraphrasing
- confronting
- reflecting feelings
- humour
- summarising

Presentation styles may include:

- comic
- serious
- dramatic
- conversational/casual

Appropriate vocal method may include:

- articulation
- enunciation
- inflection
- adequate pauses
- tone of voice
- pace
- mood

Presentation material may include:

- music
- news
- commercials
- interviews
- telephone calls

Equipment requirements may include:

- microphones
- audio recording equipment
- headphones
- turntables
- computer technology and associated software
- telephones
- mobile phones

Evidence guide

Underpinning skills and knowledge	<p>Assessment must include evidence of essential knowledge of, and skills in, the following areas:</p> <ul style="list-style-type: none"> • knowledge and understanding of the principles and practices of interviewing for broadcast • knowledge of relevant broadcast conventions • knowledge and understanding of the structure of on-air presentation • aural discrimination • reading and interpreting documentation • knowledge of effective communication techniques including effective listening, questioning and non-verbal communication • knowledge of relevant organisational and/or legislative occupational health and safety requirements
Linkages to other units	<p>This unit has linkages to the following units and combined training delivery and/or assessment is recommended:</p> <ul style="list-style-type: none"> • CUSRAD01A Collect and organise information
Critical aspects of evidence	<p>This unit of competence applies to a range of industry sectors. The focus of assessment will depend on the industry sector. Assessment must be customised to meet the needs of the particular sector in which performance is being assessed. Assessment should only address those variable circumstances, listed in the range of variables statements, which apply to the chosen context.</p> <p>The following evidence is critical to the judgement of competence in this unit:</p> <ul style="list-style-type: none"> • knowledge of broadcast conventions • knowledge of effective interviewing and communication techniques
Method and context of assessment	<p>Assessment may take place on the job, off the job or a mix of both of these. Off the job assessment must be undertaken in a closely simulated workplace environment.</p> <p>Assessment methods must include observation of performance during a practical demonstration. Direct observation may need to occur on more than one occasion to establish consistency of performance. A range of methods to assess the application of essential underpinning knowledge must support this and might include:</p> <ul style="list-style-type: none"> • role play • case studies • work samples or simulated workplace activities • oral questioning/interview aimed at evaluating the processes used in developing and realising the creative concept

- projects/reports/logbooks
- third party reports and authenticated prior achievements
- portfolios of evidence which demonstrate the processes used in developing and realising the creative concept

Resource requirements

Assessment requires access to a range of equipment listed in the range of variables statement, currently used by the film, television and radio industry.

Key competencies

Level

Collecting, organising and analysing information
Communicating ideas and information
Planning and organising activities
Working with others and in teams
Solving problems
Using mathematical ideas and techniques
Using technology

1
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1
1
2
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