

## **BROADCAST PRODUCTION ASSISTANT APPRENTICESHIP**

### **Overview of the role**

Providing support and assistance to help with the delivery of content for TV or radio shows.

### **Details of standard**

#### **Occupation**

A Broadcast Production Assistant (also referred to as Broadcast Assistant, TV/Radio Production Assistant, Production Secretary, Runner, Production Management Assistant) provides support and assistance to editorial or technical colleagues to ensure the smooth delivery of content for TV or Radio productions (programmes). These productions may cover different genres including factual, daytime, light entertainment, drama, comedy, documentary and current affairs. Broadcast Production Assistants work as part of a Production Team and need to be adaptable and able to learn quickly on the job; building their understanding of the TV & Radio industry as they move across production teams. As part of their role, Broadcast Production Assistants may be involved in developing programme ideas, supporting the pitching of these new ideas and then work as part of a production team to develop and deliver these. Broadcast Production Assistants may plan projects or events, manage guests, and obtain and manage resources, including finance. They may also need to assist production colleagues in technical support and operational areas such as camera, lighting, sound and editing. For commercial and independent TV and Radio sectors, tasks could also include developing branding, promotions or commercials and working with marketeers. Broadcast Production Assistants may progress into TV or Radio creative, production management or editing roles, such as Researcher, Production Co-ordinator Editorial Co-ordinator.

### **Core skills and knowledge broadcast production: Television (TV) & Radio**

## WORK ASPECTS

## KNOWLEDGE & UNDERSTANDING

## SKILLS

### Production Planning

- How new productions in TV/Radio are commissioned
  - The differences between genre and the type of
  - TV/Radio production being developed
  - How to use tools and techniques to research ideas and concepts for a TV/Radio production
  - How to work within a budget allocation for a production
  - The legislation that may apply to cast and crew on productions including health and safety, licenses, working time directive
- Follow the commissioning process for TV/Radio productions
  - Interpret the production brief, research and identify the audience for the TV/Radio production
  - Research and develop creative ideas and concepts for a TV/Radio production
  - Present persuasive ideas, pitches and proposals for TV/Radio productions
  - Identify and assist with sourcing resources for a TV/Radio production including equipment, crew, budget and existing media assets

### Production Development

- Use tools to research the methods and tools that underpin the development of creative thinking
  - The different styles of writing that can be used according to the genre of production
  - How to establish the appropriate tone of voice for a TV/Radio production
  - The end to end production workflow process, the key stages, and own role within this
  - The regulatory and legal requirements when using media assets such as copyright, intellectual property rights etc
  - How to gather data to evaluate the success of a TV/Radio production against its objective
- Work to a commission to develop content for TV/Radio
  - Write a brief for a production, or storyboard and outline script their ideas
  - Operate effectively within the production workflow
  - Obtain media assets for use within the TV/Radio production
  - Apply copyright/intellectual property rights to media assets
  - Clear copyright for productions
  - Develop and maintain positive working relationships when in production
  - Use lessons learned to evaluate the success of the TV / Radio production and identify areas for improvement for future productions

### Industry Awareness

- How to manage and market your own skills and services
- Develop, maintain and use professional networks

- The structure and culture of broadcasters, creative media organisations and the wider creative industry
- Commercial pressures, production deadlines and organisational working practices
- The safe use of equipment on TV/Radio Productions
- Develop and maintain own competence and knowledge in specialist broadcast areas
- Follow health & safety procedures when on a production
- Identify and minimise hazards and risks in the workplace

## Content Creation

- The principles of grammar, punctuation and spelling
- How to capture video, pictures, graphics and sound from various formats, in preparation for non-linear editing
- How to prepare for and conduct interviews
- How to identify media assets from various sources
- How to manipulate media assets
- Write and edit scripts and cues for use in TV/Radio productions
- Capture images and record audio on location or in a studio
- Maintain records of material produced and its location using production logs
- Prepare media assets for use in TV / Radio productions
- Assist with co-ordinating productions end to end

## Specialist skills & knowledge: television (TV) & RADIO PRODUCTION

Competence must be demonstrated in three of the areas below, tailored to the needs of the role and broadcast employer

WORK ASPECTS	KNOWLEDGE & UNDERSTANDING	SKILLS
Editing and Post Production	<ul style="list-style-type: none"> <li>• How the editing approach affects the production of the final content</li> <li>• How to securely store and access media assets</li> <li>• How to archive, conserve and preserve media assets</li> </ul>	<ul style="list-style-type: none"> <li>• Assist with importing and editing of media content from files/drives (ingest)</li> <li>• Use industry standard packages to carry out basic edits and post produce media content</li> <li>• Edit, process and mix audio assets</li> <li>• Manage and store media assets correctly</li> </ul>

## Technical Support

- The procedures for obtaining technical equipment
- How to set up and de-rig technical equipment
- Obtain, prepare, and return technical equipment for use on TV / Radio productions
- Operate technical equipment in the studio and on location

## Production

### Co-ordination

- The procedures to follow when sourcing locations, catering, accommodation and transport for productions
- The processes to follow when monitoring resources and budgets on productions
- Identify and source locations, catering accommodation and transport, for a TV/ Radio production
- Monitor the production budget and resources
- Complete and maintain production documentation

## Live content creation

- How to successfully produce and broadcast live events for TV/Radio
- How to work with transmission and broadcast engineering service partners for live broadcast
- Assist with the production of live programming for TV/Radio
- Work with transmission and broadcast engineering services to broadcast live content

## Commercial

- Awareness of branding guidelines
- The importance of branding for TV and Radio
- How to develop and produce trails, promos and commercials
- Support the production of branding, promos, trails and commercials for TV / Radio
- Support the end-to-end production of sponsored/branded content

## Behaviours

A Broadcast Production Assistant will be expected to demonstrate:

- A passion for developing and producing content for TV/Radio productions
- An ability to work effectively both individually and collaboratively as part of a production team
- An ability to think critically and creatively
- Working in an ethical and sustainable manner
- A strong work ethic and commitment in order to meet the standards required
- Recognition of and compliance with equality and diversity in the workplace

## Level

This apprenticeship is set at level 3.

## Qualifications

Apprentices without level 2 English and Maths will need to achieve this level prior to taking the end-point assessment.

## Duration

Typically, a minimum of 12 months; given the nature of the industry working patterns are likely to be irregular.

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