

Broadcast Production Assistant Apprenticeship Standard



Role/Occupation: Broadcast Production Assistant Level 3

Overview: Providing support and assistance to help with the delivery of content for TV or radio show

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 or Editorial Co-ordinator.

DURATION

This apprenticeship will typically take 12-18 months to complete. Given the nature of the industry working patterns are likely to be irregular.

ENTRY REQUIREMENTS

Individual employers will set their own entry requirements, but this will typically include English and Maths at GCSE Grade C/4 or above.

ENGLISH & MATHS

Apprentices without Level 2 English or Maths will need to achieve this prior to taking their End Point Assessment.

For those with an education, health and care plan or a legacy statement, the minimum English and Maths requirement is Entry Level 3. For those whose primary language is British Sign Language, BSL qualifications are an alternative to English qualifications.

QUALIFICATIONS

There are no mandatory qualifications for this apprenticeship standard.

COMPETENCIES

Core Knowledge	What is required - a Broadcast Production Assistant will know and understand:
Production Planning	<ul style="list-style-type: none"> 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
Production Development	<ul style="list-style-type: none"> 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 objectives
Industry Awareness	<ul style="list-style-type: none"> How to manage and market your own skills and services 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
Content Creation	<ul style="list-style-type: none"> 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

Core Skills	What is required – a Broadcast Production Assistant will be able to:
Production Planning	<ul style="list-style-type: none"> Follow the commissioning process for TV/Radio productions Interpret production brief, research & identify the audience for 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
Industry Awareness	<ul style="list-style-type: none"> Develop, maintain and use professional networks 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	<ul style="list-style-type: none"> 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

Core Skills	What is required - a Broadcast Production Assistant will be able to: <i>(Continued)</i>
Production Development	<ul style="list-style-type: none"> 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

Specialist Knowledge & Skills: Competence must be demonstrated in **three** of the areas below, tailored to the needs of the role and broadcast employer

Specialist Knowledge	What is required
Editing & Post-Production	<ul style="list-style-type: none"> How the editing approach affects the production of the final content How to securely store and access media assets How to archive, conserve and preserve media assets
Technical Support	<ul style="list-style-type: none"> The procedures for obtaining technical equipment How to set up and de-rig technical equipment
Production Co-ordination	<ul style="list-style-type: none"> The procedures to follow when sourcing locations, catering, accommodation and transport for productions The processes to follow when monitoring resources and budgets on productions
Live Content Creation	<ul style="list-style-type: none"> How to successfully produce and broadcast live events for TV/Radio How to work with transmission and broadcast engineering service partners for live broadcast
Commercial	<ul style="list-style-type: none"> Awareness of branding guidelines The importance of branding for TV and Radio How to develop and produce trails, promos and commercials

Specialist Skills	What is required
Editing & Post-Production	<ul style="list-style-type: none"> Assist with importing and editing of media content from files/drives (ingest) Use industry standard packages to carry out basic edits & post produce media content Edit, process and mix audio assets Manage and store media assets correctly
Technical Support	<ul style="list-style-type: none"> Obtain, prepare, and return technical equipment for use on TV / Radio productions Operate technical equipment in the studio and on location
Production Co-Ordination	<ul style="list-style-type: none"> Identify and source locations, catering accommodation and transport, for TV/ Radio production Monitor the production budget and resources Complete and maintain production documentation
Live Content Creation	<ul style="list-style-type: none"> Assist with the production of live programming for TV/Radio Work with transmission and broadcast engineering services to broadcast live
Commercial	<ul style="list-style-type: none"> 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 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

ON-PROGRAMME DELIVERY

Each apprentice will be allocated a Coach to support ongoing learning and preparation for End Point Assessment. In addition Progress Reviews will take place regularly to ensure the apprentice is on track.

All apprentices will be invited to attend relevant workshops to support the development of their Knowledge, Skills and Behaviours.

END POINT ASSESSMENT

The EPA consists of three assessment methods:

1. Research Project
2. Set Test
3. Professional Discussion

The EPA will be conducted by an Independent External Assessment Organisation (IEAO).

PROGRESSION

Please talk to us about progression from this apprenticeship.

REALITY CHECK

- Workshops are held in Cirencester and Bristol
- Time and support required from the employer to the apprentice during the apprenticeship to include: regular Performance Reviews, relevant off the job training and preparation for the final EPA
- Expectation of significant amounts of study/work from the apprentice in order to meet the requirements of the apprenticeship
- Employer has to be involved in the EPA and provide support and time to the apprentice in preparation for the EPA

COSTINGS

Maximum Funding Band: £9,000

The cost of the apprenticeship will be negotiated with you in line with Government guidelines

Additional Costs:

- o Optional - IT Functional Skills Level 2 - £200

**PLEASE CONTACT APPRENTICESHIPS@CIRENCESTER.AC.UK FOR FURTHER INFORMATION
TELEPHONE: 01285 626259**