
Overview

This standard is about selecting and directing presenters, performers or voice-over artists for a variety of roles as required for radio and audio productions.

This standard is for those who select and direct presenters, performers or voice-over artists for radio and audio.

Performance criteria

You must be able to:

1. establish the specification for presentation requirements
2. confirm and work within budgetary and contractual parameters
3. identify and access sources of information about potential presenters, performers or voice- over artists
4. identify and select presenters, performers or voice-over artists whose characteristics match the specification for the radio or audio production
5. establish the availability of potential presenters, performers or voice-over artists
6. select presenters, voice-over artists or performers who demonstrate the greatest potential for meeting the requirements of the radio or audio production
7. ensure that relevant people are kept informed of the selection of voice-over artists, presenters or performers
8. brief voice-over artists, presenters or performers with the information they require prior to recording
9. direct voice-over artists, presenters or performers during recording to achieve radio or audio production requirements
10. give clear and accurate feedback to presenters, performers and voice over artists on completion of each performance

Knowledge and understanding

You need to know and understand:

1. production requirements for using presenters, performers or voice-over artists in radio or audio productions
2. sources of information about presenters, performers or voice-over artists, and how to access them
3. how to contact presenters, performers or voice-over artists and their agents
4. budgetary and contractual parameters
5. legal and ethical requirements relating to the engagement of voice over artists, presenters and performers
6. how to offer constructive feedback and encourage performance improvement
7. how to deal effectively with presenters, performers and voice over artists of differing temperament and morale
8. the nature and degree of support which may be appropriate to different people, and how this may best be offered
9. how to identify, negotiate and resolve creative conflicts
10. the difference between directing presenters, performers and voice over artists, face-to-face or remotely

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Select and direct radio and audio presenters, performers and voice over artists



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Originating Organisation	ScreenSkills
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Relevant Occupations	Station Manager, Production coordinator, Studio Manager, Radio Presenter, Technical Producer, Broadcast Assistant, Assistant Producer, Producer, Executive Producer, Drama Producer, Comedy Producer, Documentary Producer, Podcast Producer, Audio Producer
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