
Overview

This standard is about engaging with the news media and developing effective professional relationships. It includes establishing media attitudes towards an organisation, identifying opportunities and threats to the organisation posed by its relationship with the news media, agreeing public relations strategies for building and managing good working relationships and continuing to monitor media output. It is for public relations professionals who work with the news media, either within an in-house context, or on behalf of client organisations.

**Performance
criteria**

- You must be able to:
- P1 establish news media opinion and attitude regarding the organisation
 - P2 identify any opportunities and threats to the organisation posed by its relationship with the news media
 - P3 analyse the audience profile of different news media and integrate this within public relations strategies
 - P4 develop and agree public relations strategies for building and managing good relationships with the news media, working within relevant legal, regulatory and ethical frameworks
 - P5 establish and develop effective professional relationships with relevant news media in line with public relations strategy
 - P6 monitor news media output to identify information and events that could affect the organisation and assess its implications
 - P7 create content and produce appropriate materials to meet the needs and requirements of different types of news media
 - P8 liaise with relevant news media using appropriate communication channels to deliver agreed messages about the organisation, in line with the public relations strategy
 - P9 monitor and evaluate the news media's on-going attitudes and expectations regarding the organisation and adjust public relations strategies and actions accordingly

Knowledge and understanding**You need to know and understand:**

- K1 legal, regulatory and ethical requirements codes of practice and organisational policies and procedures affecting public relations strategies for working with the news media
- K2 legal and regulatory frameworks within which news media organisations operate
- K3 the vision, objectives and culture of the organisation
- K4 the organisation's structure and business processes
- K5 the market within which the organisation operates
- K6 methods of establishing news media opinion and attitude towards an organisation
- K7 how to analyse the audience profile of different news media and integrate this within public relations strategies
- K8 how to identify opportunities and threats to an organisation posed by its relationship with the news media
- K9 methods of developing public relations strategies
- K10 how the media operates and methods for establishing and developing news media relations
- K11 the requirements of different types of news media, including the fundamentals of news values, and how to present material to meet these requirements
- K12 types of news media output and techniques for monitoring it
- K13 materials that are appropriate to different types of news media and how to produce them
- K14 communication channels that can be used to provide information to the news media and how to select the most appropriate channel

CFAPRE007
Engage with the news media



Developed by	Skills CFA
Version number	1
Date approved	December 2013
Indicative review date	December 2016
Validity	Current
Status	Original
Originating organisation	Skills CFA
Original URN	CFAPRE007
Relevant occupations	Advertising and public relations executives; Public relations professionals
Suite	Public Relations (2013)
Key words	Public relations; professional relationships; media engagement; public relations strategies; monitor media output
