

CFATURO4

Prepare and present information to the media v2



Overview

This unit is appropriate for you if your role involves:

1. preparing and presenting information to the media
2. acting as a representative and promoting the interests of the union

The activities you are likely to be involved in:

1. making contacts in the media
2. maximising media opportunities
3. responding to media questions
4. staying 'on message' when talking to the media on the radio or television and during live and recorded interviews

The element is:

1. preparing and presenting information to the media

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Performance criteria

You must be able to:

- P1 maximise opportunities to make contact with the media within resource constraints
- P2 establish and maintain up-to-date and accurate lists of contacts with the media
- P3 confirm initiatives and requests to present information on behalf of the union with senior officers of the union
- P4 draft appropriate answers to advance questions and topics and make sure consistency with, and conformity to, union policy
- P5 make sure that personal appearances on visual media are appropriate to the type of programme and intended impact
- P6 make sure that broadcast media presentations are clear and accurate and are presented in a manner and style which is appropriate to the audience, and which presents the union and its policies to maximum advantage
- P7 answer questions positively and take appropriate opportunities to promote union policies and positions
- P8 respond appropriately to intimidatory and hostile questioning and return to the agreed topic
- P9 make appropriate interventions where necessary to provide a union view to balance contrary views

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Knowledge and understanding

You need to know and understand (how to):

Principles and concepts

- K1 assess information and opinion
- K2 when to ask for advice
- K3 present information effectively
- K4 identify when to reserve comment
- K5 make and maintain media contacts
- K6 present information on the media
- K7 respond to intimidatory and hostile questioning
- K8 identify when to make uninvited interventions

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Developed by	CFA Business Skills @ Work
Version number	1
Date approved	May 2007
Indicative review date	May 2009
Validity	Current
Status	Original
Originating organisation	ENTO
Original URN	UO4v2
Relevant occupations	Managers and Senior Officials; Preparation for life and work; Protective Service Occupations; General; Skilled Trades Occupations; Elementary Occupations
Suite	Trades Union Representatives and Professionals
Key words	prepare, present, information, media