
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:

3. Making contacts in the media.
4. Maximising media opportunities.
5. Responding to media questions.
6. Promoting the union message when involved with the media on the radio or television and during live and recorded interviews.

What the unit covers:

7. Preparing and presenting information to the media.

Performance criteria

- You must be able to:*
- P1 Choose which print, broadcast and online media are appropriate.
 - P2 Maximise opportunities to make contact with the media within resource constraints.
 - P3 Establish and maintain up-to-date and lists of media contacts.
 - P4 Confirm requests to present information on behalf of the union with senior officers of the union.
 - P5 Draft appropriate answers to advance questions and topics and ensure consistency with, and conformity to, union policy.
 - P6 Make sure that personal appearances on visual media are appropriate to the type of programme and intended impact.
 - P7 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.
 - P8 Answer questions positively and take appropriate opportunities to promote union policies and positions.
 - P9 Respond appropriately to intimidatory and hostile questioning and return to the agreed topic.
 - P10 Make appropriate interventions where necessary to provide a union view to balance contrary views.

Knowledge and understanding

Principles and concepts

You need to know and understand:

- K1 Effective presentation.
- K2 Choice of print, broadcast and online media.
- K3 Media contact lists.

CFAUO4

Prepare and present information to the media

Developed by CFA Business Skills @ Work

Version number 2.0

Date approved March 2012

Indicative review date March 2015

Validity Current

Status Original

Originating organisation TUC

Original URN CFAUO4

Relevant occupations Trade Union Representatives and Professionals

Suite TUC Core Trade Union role

Key words union organisation; union structures and processes; presenting union information to the media; democratic organisation