



Australian Government

SFIXSI401 Participate in a media interview or presentation

Release: 1

SFIXSI401 Participate in a media interview or presentation

Modification History

Release	Comments
Release 1	This version released with SFI Seafood Industry Training Package Version 1.0.

Application

This unit of competency describes the skills and knowledge required to participate in a media interview or presentation. It includes the ability to prepare and issue media releases and arrange and conduct media interviews.

The unit applies to individuals who are responsible for representing an organisation or industry group in a range of situations, including product recall, emergency situation or a need for the organisation or group to promote wider interest or a positive image to a target audience or community.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Unit Sector

Cross Sector (XSI)

Elements and Performance Criteria

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Prepare and issue media releases	1.1 Ensure the content of proposed media release is consistent with the intent of the message or information 1.2 Prepare media release using specific details that have been researched and confirmed and language appropriate to the target audience 1.3 Confirm media sources and timing for the media release to ensure

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<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
	contact with target audience 1.4 Seek appropriate authority to proceed according to the intent of the media release 1.5 Issue media release with relevant contact detail and provide clarification of content as appropriate
2. Arrange media interviews	2.1 Select appropriate interview medium to reach target audience 2.2 Establish mutually convenient time or place for interview 2.3 Prepare material and information prior to interview, confirming specific data with specialists
3. Conduct media interviews	3.1 Conduct media interview to advance the preferred position or perspective 3.2 Use verbal and non-verbal communication skills to present a positive image to the audience 3.3 Capture opportunities to advance a preferred position or point of view
4. Prepare action plans for impromptu interviews	4.1 Prepare action plans to identify situations where an impromptu interview may be required or sought 4.2 Develop checklists to address questions or key points that may be raised during an impromptu interview
5. Deliver presentations in a public forum	5.1 Gather information and assess for relevance to the topic and audience 5.2 Use appropriate language to deliver message clearly and authoritatively 5.3 Develop ideas or concepts logically and articulate them clearly 5.4 Respond to questions effectively 5.5 Use appropriate verbal and non-verbal forms of communication to engage the audience
6. Develop personal image and presentation skills	6.1 Identify professional and social situations for work-related communication 6.2 Determine and clarify expectations of presenters 6.3 Seek advice and guidance on techniques for presentation, image or grooming

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential for performance in this unit of competency but are not explicit in the performance criteria.

Skill	Description
Reading	Interprets complex information in a range of internal and external source documents to plan presentations and interactions with the media
Writing	Prepares information for presentations in different formats to suit audience, including use of diagrams and other graphics
Numeracy	Sources, collects and organises a range of data to inform external audiences
Navigate the world of work	- Identifies innovative ways of developing and sharing information and knowledge with others - Monitors adherence to legal and regulatory rights and responsibilities for self and others
Interact with others	Draws on a diverse range of communication practices to disseminate information via the media
Get the work done	- Uses a mix of intuitive and formal processes to identify key information and issues to be communicated in the media, evaluate alternative strategies and anticipate consequences - Monitors outcomes of communications, considering results from a range of perspectives, and identifies key concepts and principles that may be adaptable to future situations - Uses technology for information management and communication

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
SFIXSI401 Participate in a media interview or presentation	SFIPROC611C Participate in a media interview or presentation	Updated to meet Standards for Training Packages Change to AQF indicator in unit code and unit sector coding to reflect use across	Equivalent unit

Code and title current version	Code and title previous version	Comments	Equivalence status
		sectors	

Links

Companion Volumes, including Implementation Guides, are available at VETNet: -
<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=e31d8c6b-1608-4d77-9f71-9ee749456273>

Assessment Requirements for SFIXSI401 Participate in a media interview or presentation

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Performance Evidence

An individual demonstrating competency must satisfy all of the elements and performance criteria in this unit.

There must be evidence that the individual has participated in at least one media interview or presentation on an issue affecting the workplace or industry on one occasion, including:

- preparing and issuing a media release on the issue
- making the relevant arrangements for the interview
- communicating effectively during the interview or presentation to suit the target audience and present a positive image
- responding effectively to spontaneous questions
- seeking guidance on advancing personal image and presentation skills.

Knowledge Evidence

An individual must be able to demonstrate the knowledge required to perform the tasks outlined in the elements and performance criteria of this unit. This includes knowledge of:

- issues affecting the workplace or the operational environment requiring media coverage
- media options and opportunities for presenting issue and information
- effective writing techniques for media releases
- effective presentation techniques used for different media and audiences
- statutory, legislative or legal requirements and/or obligations for making public announcements
- technologies and systems for managing and presenting information.

Assessment Conditions

Assessment of skills must take place under the following conditions:

- physical conditions:

- skills must be demonstrated in a media presentation or public forum setting or an environment that accurately represents workplace conditions
- resources, equipment and materials:
 - presentation equipment
- specifications:
 - documentation relating to any formalising of media relationships
 - regulations and codes of practice relevant to public announcements
- relationships:
 - evidence of interactions with audience.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

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