



Australian Government

Department of Education, Employment and Workplace Relations

SISSCOP204A Develop personal media skills

Release: 2

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Modification History

Not Applicable

Unit Descriptor

This unit covers the performance outcomes, knowledge and skills required to develop interpersonal skills to deal with the media. It focuses on communication skills to develop a rapport with the media, preparing for media interviews, conveying an effective personal image and applying appropriate communication techniques to participate in interviews and other media engagements.

Application of the Unit

This unit applies to current or aspiring elite athletes who are competing in individual or team sports at a state, national or international level. It may also apply to those in sports development or coaching roles.

Licensing/Regulatory Information

No licensing, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Nil

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

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|--------------------------------------|---|
| 1. Develop a rapport with the media. | 1.1. Identify key media personnel for the relevant sport.
1.2. Identify and apply strategies to develop a rapport with key media personnel according to organisational policies and procedures . |
| 2. Prepare for a media interview. | 2.1. Identify the type of media through which the interview will be conducted.
2.2. Liaise with the appropriate personnel to identify details and purpose of the interview .
2.3. Identify the interview format and implications for preparation requirements .
2.4. Identify potential questions and prepare appropriate responses in consultation with appropriate personnel.
2.5. Confirm final details for the interview. |
| 3. Undertake a media interview. | 3.1. Follow instructions of relevant media personnel .
3.2. Select and use communication techniques appropriate to interview format .
3.3. Respond to questions according to organisational policies and procedures and relevant legislation .
3.4. Clarify interview questions as required.
3.5. Respond to questions logically and coherently. |
| 4. Review performance. | 4.1. Seek feedback on interview performance from appropriate personnel.
4.2. Review own performance and identify potential improvements for future interviews. |

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to:
 - listen to and respond to questions
 - effectively convey information
 - develop rapport with the interviewer
 - negotiate difficult situations with interviewer and audience
- problem-solving skills to recognise and adjust quickly to changing interview situations
- planning and organisational skills to:
 - anticipate potential questions and develop appropriate responses
 - monitor and adapt communication techniques as required
- self-management skills to identify potential improvements in interview techniques and outcomes.

Required knowledge

- contractual arrangements in order to ensure application of contractual obligations when dealing with the media
- legislation and organisational policies and procedures to enable application of expected protocols and behaviour when participating in a media interview
- conflict resolution strategies in order to effectively manage any difficult situation that may arise in the relationship with the media
- rights of the interviewer and interviewee to ensure smooth conduct of interview
- forms of media and the differences between them to ensure preparations reflect appropriate techniques
- techniques for public speaking to ensure information is presented clearly and is appropriate for the audience
- equipment used in interviews to enable clear and vocal presentation.

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- participates in media interviews to convey information fluently and coherently using appropriate vocabulary, language structures and communication techniques that engender respect between all parties
- applies the organisation's protocols in preparing for and handling interview questions appropriately and in providing appropriate information
- applies effective self-management techniques to deal with issues that may affect the outcome of the interview and evaluates and reflects on strategies that may enhance performance in future interviews.

Context of and specific resources for assessment

Assessment must ensure participation in media interviews in multiple media that are of sufficient duration to allow the candidate to demonstrate competency and to ensure consistency of performance.

Assessment must also ensure access to:

- simulated or actual media interviews with media personnel and equipment
- access to documentation such as contracts and organisational protocols in dealing with the media.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of interaction with a range of interviewers, including conveying information appropriately and selecting and applying suitable communication techniques to match the format and purpose of the interview
- observation of dealing with contingencies such as a change in the direction and emphasis of the interview
- oral or written questioning to assess knowledge of organisational protocols to deal with difficult or inappropriate questions
- third-party reports from appropriate sporting personnel detailing appropriate work performed by the candidate.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Key media personnel may include:

- newspaper journalists
- radio journalists
- television journalists.

Organisational policies and procedures may include:

- protocols for dealing with the media
- stakeholder or sponsor requirements
- confidentiality.

Type of media may include:

- television
- radio
- print
- internet.

Appropriate personnel may include:

- interviewer
- coach
- team manager
- media liaison person
- sponsor's representative
- sporting body
- parents.

Details may include:

- time
- length
- place
- audience
- format
- content or topic
- program type
- previous interviews on topic.

Purpose may include:

- provide information for a news item
- make a statement
- provide information for a special feature
- raise profile of sponsor
- raise profile of specific sport
- raise profile of athlete
- generate publicity.

Interview format may include:

- telephone
- in studio

- live
 - interview panel
 - pre-recorded
 - talk back
 - remote.
- Preparation requirements*** may include:
- grooming
 - etiquette
 - protocols
 - deadlines.
- Media personnel*** may include:
- interviewer
 - sound technicians
 - lighting technicians
 - photographers
 - camera crew.
- Communication techniques*** may include:
- verbal
 - non-verbal.
- Relevant legislation*** may include:
- anti-discrimination
 - libel
 - privacy.

Unit Sector(s)

Sport

Competency Field

Career Oriented Participation