

Title	Participate in media interviews for recreation or sport		
Level	3	Credits	3

Purpose	People credited with this unit standard are able to: identify different types and forms of written, visual and audio media and determine their requirements; manage personal telephone enquiries from the media; prepare for participation in a media interview for recreation or sport; participate in a media interview for recreation or sport; and participate in a television interview for recreation or sport.
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Classification	Recreation and Sport > Recreation and Sport - Management
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Available grade	Achieved
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Guidance Information

Competencies in this unit standard may be demonstrated in a simulated situation, and must be demonstrated for radio, television, telephone, and face to face interviews.

Outcomes and performance criteria

Outcome 1

Identify different types and forms of written, visual, and audio media and determine their requirements.

Range written media include – newspaper and magazine articles, interviews, reports, press releases, letters, advertisements, advertorials, photographs;
 visual media include – television, video, film, slides, overhead projectors, computer link-ups, photographs;
 audio media include – radio interviews, radio talkback, press conferences, advertising.

Performance criteria

- 1.1 The purposes and differences between types and forms of the media are distinguished as they relate to recreation /or sport.
- 1.2 Specialist journals, writers, and programmes are identified and their purposes are explained in relation to recreation and/or sport.

1.3 Information required by the media is determined as it relates to recreational and/or sporting contexts.

Range information may include but is not limited to – research, reports, statistics, opinion, interest, news, unusual people, actions, events, politics, people as identities or celebrities, finances, sponsors, conflict, change, contacts.

Outcome 2

Manage personal telephone inquiries from the media.

Performance criteria

2.1 The name of the journalist calling and the employing organisation are identified.

2.2 The purpose of the phone call is determined.

Range purpose may include but is not limited to – research, background information, set up an interview, conduct an interview, seek an opinion.

2.3 The journalists' requirements are determined.

Range requirements include – length of interview, deadlines, names of other individuals being spoken to and a summary of what they said.

2.4 The nature and purpose of the interview are determined when an interview is requested.

Range nature may include but is not limited to – on air, taped for publication of broadcast at a later date, taped for use other than for publication of broadcast.

2.5 Appointment arranged for interview allows time for preparation.

Range preparation includes – checking facts and personal priorities, seeking permission if it is required.

Outcome 3

Prepare for participation in a media interview for recreation or sport.

Performance criteria

- 3.1 Factors affecting personal decision whether to participate in the interview are identified.
- Range factors may include but are not limited to – personal benefit or detriment resulting from the interview, impression caused if invitation to participate is declined, time available, authority to make comment, nature of the programme or medium.
- 3.2 Decision to participate in the interview is made with consideration of the identified influencing factors.
- 3.3 Information to be presented to the media is prepared in advance and prioritised.
- 3.4 Information to be presented to the media is accurate, newsworthy, topical, and concise.
- 3.5 The interview is practised with another individual prior to speaking to the media.
- Range another individual may include but is not limited to – coach, captain, manager, team member, employer, administrator.
- 3.6 Presentation during the practice is direct, honest, on the subject, and is focused on the points identified as being most important.

Outcome 4

Participate in a media interview for recreation or sport.

Performance criteria

- 4.1 Check is made to determine whether the interview is on air or being recorded.
- 4.2 Prepared information is presented to the media using simple, clear, and personal language.
- 4.3 One major point is presented clearly and concisely, leaving a clear, memorable message.
- 4.4 Manner of presentation and language used are appropriate to the audience or intended audience.
- 4.5 Personal feelings are acknowledged and spoken about in a manner that is appropriate for the interview.
- 4.6 Pitfalls of media interviews are avoided.
- Range pitfalls include – constantly referring to the interviewer by name, referring back to what has just been said, use of jargon, repetition.

- 4.7 Mistakes, if made, are acknowledged to the interviewer immediately they are discovered.

Outcome 5

Participate in a television interview for recreation or sport.

Performance criteria

- 5.1 Posture is relaxed and upright.
- 5.2 Clothing worn is of muted colours and plain.
- 5.3 Use of hands avoids excessive and distracting movement.
- 5.4 Eye contact is maintained with the interviewer in a manner that is culturally appropriate for the situation.
- 5.5 Pitfalls of television interviews are avoided.
- Range pitfalls include – wearing distracting jewellery, wearing clothing with busy patterns and/or bright colours, knocking the microphone, distraction by television crew and/or other outside influences, fiddling with paper or pens or other items.
- 5.6 Interviewer's cues indicating the start and completion of the interview are waited for and acted upon in the manner required by the interviewer.

This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	16 December 1997	31 December 2023
Review	2	12 February 2001	31 December 2023
Rollover and Revision	3	20 May 2011	31 December 2023
Review	4	16 December 2021	31 December 2023

Consent and Moderation Requirements (CMR) reference

0099

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.