

<b>Title</b>	<b>Demonstrate knowledge of and participate in media interviews, and identify areas for improvement</b>		
<b>Level</b>	<b>4</b>	<b>Credits</b>	<b>5</b>

<b>Purpose</b>	People credited with this unit standard are able to: describe the NZTR Code of Conduct obligations of an NZTR licence holder; describe the preparation for media interviews; participate in media interviews; and seek feedback on interview performance, and review own interview performance.
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<b>Classification</b>	Equine > Equine Industry
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<b>Available grade</b>	Achieved
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### Guidance Information

- 1 Legislation, rules, and code of welfare relevant to this unit standard includes but is not limited to:
  - Health and Safety at Work Act 2015;
  - The New Zealand Rules of Racing;
  - The New Zealand Rules of Racing relevant to licence holders, available from <https://loveracing.nz/nztr/resources/rules-directives-and-policies>;
  - Racing Industry Act 2020;
  - Code of Welfare: Horses and Donkeys 2018, available at <http://www.mpi.govt.nz>;
  - NZTR Code of Conduct for Licence Holders, available from <https://loveracing.nz/nztr/resources/rules-directives-and-policies>; and any subsequent amendments.
- 2 Definition  
*Workplace procedures* – the procedures and standards set by the client or employing organisation. Workplace procedures should reflect current legislation.
- 3 For the purposes of assessment evidence must be presented in accordance with workplace procedures.
- 4 All activities must consider manaakitanga, kaitiakitanga, kotahitanga, and whakawhanaungatanga that are valued in te ao Māori.

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### Outcomes and performance criteria

#### Outcome 1

Describe the NZTR Code of Conduct obligations of an NZTR licence holder.

**Performance criteria**

- 1.1 Describe the purpose of the NZTR Code of Conduct and to whom it applies.
- 1.2 Describe the responsibilities of a licence holder under the NZTR Code of Conduct.
- Range evidence of four responsibilities is required.

**Outcome 2**

Describe the preparation for media interviews.

**Performance criteria**

- 2.1 Describe the purpose of the media interview, the type of media, and workplace procedures in relation to interviews.
- 2.2 Describe NZTR Code of Conduct obligations of licence holders, and implications of rules of racing when participating in media interviews.
- 2.3 Identify the interview topic and confirm authority to, and scope of, comment before the commencement of the interview.
- 2.4 Identify potential interview questions and prepare responses.
- 2.5 Describe personal presentation appropriate for media type and format.
- 2.6 Describe techniques to respond to contentious remarks or questions from the interviewer.

**Outcome 3**

Participate in media interviews.

**Performance criteria**

- 3.1 Present information in a professional manner relevant to the situation.
- Range clear, concise, elaborate on responses as needed.
- 3.2 Use appropriate interview etiquette.
- Range may include but is not limited to – on time, firm handshake, greeting, eye contact; evidence of three is required.

**Outcome 4**

Seek feedback on interview performance and review own interview performance.

**Performance criteria**

- 4.1 Seek feedback on interview performance and identify potential improvements for future interviews.
- Range feedback from – media, mentor, industry personnel.
- 4.2 Review information given to media for compliance with NZTR Rules of Racing or NZTR Code of Conduct.
- 4.3 Review own performance and identify potential improvements for future interviews.

<b>Planned review date</b>	31 December 2028
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**Status information and last date for assessment for superseded versions**

Process	Version	Date	Last Date for Assessment
Registration	1	25 May 2023	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	0018
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

**Comments on this unit standard**

Please contact Muka Tangata - People, Food and Fibre Workforce Development Council [qualifications@mukatangata.nz](mailto:qualifications@mukatangata.nz) if you wish to suggest changes to the content of this unit standard.