

Title	Prepare sport information for the media		
Level	3	Credits	3

Purpose	People credited with this unit standard are able to: identify different types and forms of sport media and determine their requirements; prepare information for media releases and press kits for a specified sport organisation; and prepare results for the media for a specified sport organisation.
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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

None.

Outcomes and performance criteria

Outcome 1

Identify different types and forms of sport media and determine their requirements.

Range types and forms of the media include – written, visual, audio.

Performance criteria

- 1.1 Purposes and differences between types and forms of the media are distinguished as they relate to sporting contexts.
- 1.2 Specialist journals, writers, and programmes are identified and their purposes are explained in terms of sport.
- 1.3 Presentation requirements are determined for written, visual, and audio media as they relate to sporting contexts.

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 and talkback, press conferences, advertising.

Outcome 2

Prepare information for media releases and press kits for a specified sport organisation.

Performance criteria

- 2.1 The functions of media releases and press kits are defined in terms of their specific objectives.
- 2.2 Information presented is fully researched, accurate, newsworthy, topical, concise and timely.
- 2.3 Human interest factors are included and key individuals, characters, and events are identified.
- 2.4 Form of communication used is appropriate to the target audience and specific objectives of the media release or press kit.
- 2.5 Style and format of presentation are appropriate to the sport and medium selected.

Outcome 3

Prepare results for the media for a specified sport organisation.

Performance criteria

- 3.1 Presentation format is clear and information is accurate.
- 3.2 Significant, unexpected, and unusual results are highlighted.
- 3.3 The competition is summarised to date and the results are placed into the wider context of the total competition.
- 3.4 Copy meets media deadlines and the requirements of the sport organisation.

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	29 June 1995	31 December 2023
Revision	2	19 February 1998	31 December 2023
Review	3	12 February 2001	31 December 2023
Rollover and Revision	4	20 May 2011	31 December 2023
Review	5	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>.