

**Modification history**

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

<b>SFIXSIC611</b>	<b>Participate in a media interview or presentation</b>
<b>Application</b>	<p>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.</p> <p>The unit applies to individuals who are responsible for representing a seafood organisation or industry group in a range of situation 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.</p> <p>No occupational licensing, legislative or certification requirements apply to this unit at the time of publication.</p>
<b>Prerequisite Unit</b>	Nil
<b>Unit Sector</b>	Cross Sector (XSI)

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 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 key points which may be raised or questions 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

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
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	
<i>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.</i>	
Skill	Description
Reading	<ul style="list-style-type: none"> <li>Interpret complex information in a range of internal and external source documents to plan presentations and interactions with the media</li> </ul>
Writing	<ul style="list-style-type: none"> <li>Prepare information for presentations in different formats to suit audience including use of diagrams and other graphics</li> </ul>
Numeracy	<ul style="list-style-type: none"> <li>Source, collect and organise a range of data to inform external audiences</li> </ul>
Navigate the world of work	<ul style="list-style-type: none"> <li>Identify innovative ways of developing and sharing information and knowledge with others</li> <li>Monitor adherence to legal and regulatory rights and responsibilities for self and others</li> </ul>
Interact with others	<ul style="list-style-type: none"> <li>Draw on a diverse range of communication practices to disseminate information via the media</li> </ul>
Get the work done	<ul style="list-style-type: none"> <li>Use 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</li> <li>Monitor outcomes of communications, considering results from a range of perspectives, and identify key concepts and principles that may be adaptable to future situations</li> <li>Use technology for information management and communication</li> </ul>

Unit Mapping Information			
Code and title current version	Code and title previous version	Comments	Equivalence status
SFIXSI611 Participate in a media interview or presentation	SFIPROC611C Participate in a media interview or presentation	Updated to meet Standards for Training Packages. Change of unit sector coding to reflect use across sectors.	Equivalent unit

Links	Companion Volumes, including Implementation Guides, are available at VETNet: <a href="https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=e31d8c6b-1608-4d77-9f71-9ee749456273">https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=e31d8c6b-1608-4d77-9f71-9ee749456273</a>
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<b>TITLE</b>	<b>Assessment requirements for SFIXSIC611 Participate in a media interview or presentation</b>
<b>Performance Evidence</b>	
<p>An individual demonstrating competency must satisfy all the elements and performance criteria of this unit. There must be evidence that the individual has participated in a media interview or presentation on at least one occasion including:</p> <ul style="list-style-type: none"> <li>• preparing and issuing media releases on issues affecting the workplace or seafood industry</li> <li>• preparing and conducting media interview</li> <li>• communicating effectively to present a positive image</li> <li>• adapting presentation to suit target audience</li> <li>• presenting information and expressing points of view in public forums, both impromptu and planned</li> <li>• seeking guidance on advancing personal image and presentation skills.</li> </ul>	
<b>Knowledge Evidence</b>	
<p>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:</p> <ul style="list-style-type: none"> <li>• issues affecting the workplace or the operational environment requiring media coverage</li> <li>• media options and opportunities for presenting issue and information</li> <li>• effective writing techniques for media releases</li> <li>• effective presentation techniques used for different media and audiences</li> <li>• statutory, legislative or legal requirements and/or obligations for making public announcements</li> <li>• technologies and systems for managing and presenting information.</li> </ul>	
<b>Assessment Conditions</b>	
<p>Assessment of this unit of competency must take place under the following conditions:</p> <ul style="list-style-type: none"> <li>• physical conditions: <ul style="list-style-type: none"> <li>• skills must be demonstrated an media presentation or public forum setting or an environment that accurately represents workplace conditions</li> </ul> </li> <li>• resources, equipment and materials: <ul style="list-style-type: none"> <li>• presentation equipment</li> </ul> </li> <li>• specifications: <ul style="list-style-type: none"> <li>• documentation relating to any formalising of media relationships</li> <li>• regulations and codes of practice relevant to public announcements</li> </ul> </li> <li>• relationships: <ul style="list-style-type: none"> <li>• interactions with audience.</li> </ul> </li> </ul> <p>Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.</p>	
<b>Links</b>	<p>Companion Volumes, including Implementation Guides, are available at VETNet:  <a href="https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=e31d8c6b-1608-4d77-9f71-9ee749456273">https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=e31d8c6b-1608-4d77-9f71-9ee749456273</a></p>