

# Unit OF16 Establish and maintain relationships with the media

## Introduction

### Summary

The media increasingly plays an important role in competitions. It is important that officials maintain liaison with media representatives as appropriate to their role. They may also be called upon to give the media information, views and interpretations of a competition if that is consistent with their role.

The unit is divided into two parts. The first part describes the two things you have to do. These are:

**OF16.1 Maintain liaison with the media**

**OF16.2 Provide information, views and interpretations to the media**

The second part covers the knowledge and understanding you must have.

### Target Group

This unit is for officials in a variety of sports and officiating roles at the higher levels in their sport/activity (usually at national level).

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## OF16.1

### Maintain liaison with the media

#### The National Standard

##### What you must do

To meet the national standard, you must:

1. identify the role that the **media** will be playing at the competition and any requirements that they may have
2. ensure that **media** requirements are consistent with the regulations and structure of the competition and the rules/laws of the sport activity
3. ensure that **media** requirements do not present any risks to the health and safety of the competitors and the competition environment
4. identify **media** representatives who will be significant to your role and ensure they understand your requirements
5. maintain liaison with **media** representatives during competition and ensure their requirements are met as agreed
6. follow the correct procedures if **media** representatives do not operate in an agreed way

##### What you must cover

This element covers the following types of:

- a **media**
  - 1 print
  - 2 radio
  - 3 television

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## OF16.2

Provide information, views and interpretations to the media

### The National Standard

#### What you must do

To meet the national standard, you must:

1. ensure that you have your organisation's authorisation to provide information, views and interpretations to the **media**
2. identify the purpose of the **media** request and the types of questions that may be asked
3. identify and agree the best time and place to provide information, views and interpretations
4. prepare your answers to likely questions
5. seek advice from your organisation on any issues you are unsure about or which may be sensitive
6. communicate the information, views and interpretations requested by the interviewer clearly, concisely and confidently in line with your organisation's policy and guidelines
7. present yourself, your organisation and your sport in a positive way
8. manage confidential and sensitive issues as agreed
9. use any equipment provided correctly.

#### What you must cover

This element covers the following types of:

- a media**
  - 1 print
  - 2 radio
  - 3 television

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## What you must know and understand

*To be competent in this unit, you must know and understand the following*

- K1 the role that the media plays in sport/activities and what motivates media interest
- K2 the advantages and disadvantages of a media presence at competitions
- K3 the types of requirements that the media has at the events you officiate, taking account of different types of media: print, radio and television
- K4 the types of media requirements that may not be consistent with the regulations for the competition and the rules/laws of the sport/activity
- K5 media activities and requirements that may pose health and safety risks and how to assess these
- K6 why it is important to identify media representatives relevant to your role and to agree what they can and cannot do
- K7 how to maintain liaison with media representatives during competition and why this is important
- K8 the procedures to follow when media representatives do not behave as agreed
- K9 organisational guidelines and procedures for providing information, views and interpretations to the media and your level of authorisation
- K10 how the media can use interviews
- K11 the different requirements for interviews with print media, radio and television
- K12 your rights as an interviewee
- K13 why it is important to know the purpose of an interview and the likely questions and how to do this
- K14 why it is important to know where and when the interview will be conducted
- K15 how to prepare answers to likely questions
- K16 why it is important to seek the advice of others before a media interview and who you can ask for help and advice
- K17 the types of sensitive issues that you may need to treat carefully
- K18 how to present yourself in a positive way that meets the needs of different types of interview
- K19 how to give clear, concise and confident answers to medial questions
- K20 the types of equipment that will be used during media interviews and how to use the equipment provided to you correctly