
Overview

This standard is about helping other people work with the media effectively. It involves enabling individuals to make informed decisions about what they want to say, through their contact with the media. You will be supporting individuals who are not used to working with the media, including colleagues, victims/survivors and their associates. Contact with the media may be reactive - reacting to requests from the media for comment or information, or proactive - where the person initiates contact with the media in order to get across their message.

The media with which your organisation has contact may be press – both newspapers and trade/technical journals, radio or television and may be based locally, regionally, nationally or internationally.

There are two elements

- 1 Assist people to prepare for contact with the media
- 2 Support people during their contact with the media

Target Group

This standard is relevant to those with responsibility for coordinating contact with the media.

Performance criteria

Assist people to prepare for contact with the media

You must be able to:

- P1 maintain an accurate and up-to-date record of those media organisations with which your organisation has contact, including their named contacts and their particular interests and specialisms
- P2 introduce yourself correctly and take the relevant actions towards welcoming individuals, and encouraging them to be at ease
- P3 encourage individuals to review and express their aims and objectives in working with the media, including the messages they want to get across, and any concerns and anxieties they have about contact with the media
- P4 support individuals to identify the values, aims and policies of their organisation, where they are representing their organisation in the media
- P5 listen actively and respond constructively and with empathy to the points made, communicating in a manner which suits the needs and ability of the individuals
- P6 explain clearly and accurately to individuals the potential advantages and risks of working with the media, including how the media works, and how it may respond to the individual and their message, and the different methods of contacting the media including what each might involve
- P7 discuss options for who should interact with the media, including making preparations for responses to questions the media might ask
- P8 explain clearly the codes of conduct that apply to the media and the steps they can take if they feel they consider they have not been fairly treated
- P9 suggest to individuals how they may manage their anxieties, maintain control of their interactions with the media, and present a positive image of themselves and their messages
- P10 discuss and clarify with individuals the nature and level of support they need
- P11 meet individuals' requests for support, where appropriate, including referring to an appropriate person where the requests exceed your role and responsibilities
- P12 discuss and agree with individuals the respective roles and responsibilities of all concerned during the contact with the media
- P13 seek immediate support and assistance from appropriate people where you are unsure of actions that you should take

Support people during their contact with the media

You must be able to:

- P14 support individuals during their contact with the media in ways which promote the independence of individuals and encourages them to have control of the process and the outcomes
- P15 ensure that your support is consistent with agreements made with

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- individuals, your role and responsibilities, and is in line with your organisation's policies and procedures
- P16 make interventions, where appropriate, in a manner which respects the dignity, independence and rights of individuals and supports their efforts to present their views
 - P17 offer support to individuals who experience difficulties or distress during their contact with the media
 - P18 continuously monitor individuals' emotional and physical well-being, and identify promptly and accurately any signs that indicate potential harm and intervene immediately
 - P19 seek immediate support and assistance from appropriate people where you are unsure of actions that you should take
 - P20 make accurate and up to date records of the information provided to the media, in line with your organisation's requirements
 - P21 offer positive and constructive feedback to individuals on the way that they handled their contact with the media
 - P22 monitor media output and retain press cuttings and any recordings of radio and television transmissions relevant to individuals' contact with the media, and review these with individuals where requested
 - P23 give prompt and accurate information to individuals about how to make a complaint about media coverage, if they feel they have been unfairly treated

Knowledge and understanding

You need to know and understand:

Legislative, regulatory and organisational requirements

- K1 legal and organisational requirements which relate to media relations, and their impact for your area of operations
- K2 legislation, policies and procedures relating to data protection, health and safety, diversity and their impact for your area of operations
- K3 the role of your organisation and its services, and the services which it provides in supporting others to make best use of the media
- K4 the organisation's policy and procedures regarding confidentiality of information and the disclosure of information to third parties, and the specific circumstances under which disclosure may be made
- K5 the limits of your authority and responsibility, and the actions to take if these are exceeded

Working within the community justice sector

You need to know and understand:

- K6 the various forms of media, the timescales to which they work in relation to different types of event and the different approaches which they may take
- K7 codes of conduct and guidelines which apply to the conduct of the media
- K8 how to make complaints about the conduct of the media
- K9 how the media may distort the messages which individuals are attempting to give and why this may occur
- K10 the values, aims, objectives, policies and work of media organisations identified as relevant to the intended contact
- K11 the potential benefits and risks of building relationships with the media, including ways of building and sustaining effective relationships with media contacts
- K12 the importance of being clear about the key messages to convey to the media and how to keep to those messages and avoid being drawn into disclosing more information than intended
- K13 the potential risks associated with inappropriate disclosure of information, including those to the individuals, to those using the services of your organisation, to relationships with other organisations and to relationships with the media
- K14 features of effective press releases, including what media organisations look for in press releases and how to structure them in a way that is likely to maximise interest, particularly in relation to issues that may not seem high profile and newsworthy
- K15 ways of preparing individuals for contact with the media, including the use of role play, and rehearsing interactions
- K16 the tensions that can arise between individuals' wishes and your role and responsibilities within your organisation, and methods for dealing with

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- these
- K17 the different ways of supporting individuals speaking on behalf of their organisation, and supporting individuals who are speaking in a personal capacity
- K18 why it is important that individuals speaking on behalf of their organisation are fully aware of their role and responsibilities in representing the views of their organisation rather than their personal views
- K19 the ways in which it is necessary to alter communication styles when working with different individuals and representatives of different organisations
- K20 sources of specialist advice and information for dealing with the media, how to access these and how to identify when you need support
- K21 the options for supporting individuals, and the reasoning processes used in determining the most appropriate options for the individuals concerned

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Developed by	Skills for Justice
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Version number	2
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Date approved	May 2010
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Indicative review date	May 2012
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Validity	Current
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Status	Original
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Originating organisation	Skills for Justice
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Original URN	SfJ HG3
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Relevant occupations	Public Services; Public Service and Other Associate Professionals
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Suite	Community Justice
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Key words	Support, others, use, media
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