



Australian Government

Department of Education, Employment and Workplace Relations

PMAOMIR523B Manage corporate media requirements in a crisis

Revision Number: 1

PMAOMIR523B Manage corporate media requirements in a crisis

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit covers the competency required of an individual made responsible for the development of a media strategy, the management of the media and provision of information during a major incident. The person would be a member of the incident management team.
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Application of the Unit

Application of the unit	<p>Key aspects of the competence include:</p> <ul style="list-style-type: none"> • complying with organisational policies and directions • presenting potential positive and negative views about newsworthiness of information • arranging access for media crews and equipment • identifying opportunities for photographic/film opportunities. <p>The individual would:</p> <ul style="list-style-type: none"> • assist in arranging and managing on-site interviews • help arrange interviews with particular personnel • look for and inform media personnel of possible news angles • assist in the development of positive human interest interviews and stories. <p>Generally, the individual would be part of a team during an emergency situation though may be required to take independent action. At all times, they would be liaising and cooperating with other members of the team.</p> <p>This unit is based on, but is not equivalent to, <i>PUACOM009A Manage media requirements at major incidents</i>.</p>
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		
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Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Assess scene and organisation requirements.	1.1. Clearly define restricted and/or special access areas to media personnel to safeguard the operation and prevent contamination of evidence 1.2. Control media access to personnel/volunteers/victims/casualties 1.3. Assess operational responsibilities and provision of information to media.
2. Develop media strategy.	2.1. Use media plan to form the media strategy 2.2. Allocate media briefing area with required resources where possible 2.3. Gain approval for information releases where appropriate 2.4. Make arrangements to meet media requirements according to incident characteristics and current developments 2.5. Gain media co-operation in order to coordinate information flow and to provide information to the public on matters of safety and public interest.
3. Brief media.	3.1. Select and brief organisational media representative according to availability, knowledge of incident, media presence and role played in the incident 3.2. Change media strategy at any time to suit operational demands and level of incident 3.3. Schedule information briefing sessions and tours at appropriate times in line with operational responsibilities and media requirements 3.4. Provide media personnel and VIP with personal protective clothing or equipment where appropriate.
4. Provide information to media.	4.1. Follow organisational protocols when liaising with the media 4.2. Provide organisational media representative with current developments of incident where appropriate 4.3. Schedule interview and photo opportunities and conduct to provide information where appropriate 4.4. Consult with other organisations at the incident to ensure a consistent presentation of information to the media 4.5. Maintain accurate records of media enquiries and interviews 4.6. Maintain a two-way communication process between organisation and media.
5. Promote the organisation via the media.	5.1. Promote work and achievements of organisation, volunteer and other organisation personnel at incident throughout the incident to assist in maintaining morale and public profile 5.2. Ensure own demeanour and presentation reflects the

ELEMENT	PERFORMANCE CRITERIA
	professional standards of the organisation and support for victims and others affected by the incident.
6. Control hazards associated with media coverage.	6.1. Identify hazards in work environment 6.2. Assess the risks arising from those hazards 6.3. Implement measures to control those risks in line with procedures and duty of care.
7. Respond to problems.	7.1. Identify possible problems in equipment or process 7.2. Determine problems needing action 7.3. Determine possible fault causes 7.4. Rectify problem using appropriate solution within area of responsibility 7.5. Follow through items initiated until final resolution has occurred 7.6. Report problems outside area of responsibility to designated person.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This describes the essential skills and knowledge and their level, required for this unit.

Required skills

Competence includes the ability to isolate the causes of issues within the incident response system and to be able to distinguish between causes of issues indicated by:

- media entering or encroaching on hazardous areas
- media organisations using unauthorised contacts with emergency personnel
- lack of cooperation by the media with the company
- premature release of details concerning evidence or about incident victims
- failures to adhere to company policies and/or guidelines for media communication.

Required knowledge

The knowledge referred to in the Evidence Guide for this unit includes:

- dealing with the media
- access to key operational information concerning the incident
- key contact details, eg emergency hotline numbers
- potential and actual road closure details
- factors behind facility closures
- issued warnings, danger zones and evacuation details
- procedures and company policies concerning persons police are seeking to interview
- company policy on public information/assurance.

Evidence Guide

EVIDENCE GUIDE

The Evidence Guide provides advice on assessment and must be read in conjunction with the Performance Criteria, Required Skills and Knowledge, the Range Statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Assessment for this unit of competency will be by way of simulation or observation under incident conditions. The unit will be assessed in as holistic a manner as is practical and may be integrated with the assessment of other relevant units of competency. Assessment will occur over a range of situations which can include a variety of incident circumstances.

Simulations must, as closely as possible, approximate actual incident conditions and should be based on the actual facility. Assessments should include walk-throughs of the relevant competency components and may include the use of case studies/scenarios and role plays.

This unit of competency requires a significant body of knowledge which will be assessed through questioning and the use of 'what-if' scenarios both in the facility (during demonstration of normal operations and walk-throughs of abnormal operations) and off the site.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Competence must be demonstrated in the ability to recognise and analyse potential situations requiring action and then in implementing appropriate responsive action. The emphasis should be on the ability to deal effectively with the incident or to contribute effectively to the recovery from the incident.

Consistent performance should be demonstrated. In particular look to see that:

- incident responses are in accordance with company procedures
- correct incident response equipment (where required) is used appropriately
- actions taken do not inhibit incident response effectiveness or further contribute to the incident
- appropriate documentation, including reports,

EVIDENCE GUIDE	
	<p>journal entries, logs and/or clearances are completed in accordance with procedures</p> <p>These assessment activities should include a range of problems, including new, unusual and improbable situations which may have been generated from past workplace incident history, incidents in similar workplaces around the world, hazard analysis activities and/or similar sources.</p>
Context of and specific resources for assessment	<p>Assessment will require (1) access to an accurately simulated environment in the absence of an on-site incident environment, or (2) a suitable method of gathering evidence of responding ability over a range of situations. A bank of scenarios/case studies/what-ifs will be required as will a bank of questions which will be used to probe the reasoning behind the observable actions.</p>
Method of assessment	<p>In all workplace environments it may be appropriate to assess this unit concurrently with relevant units.</p>
Guidance information for assessment	<p>Assessment processes and techniques must be culturally appropriate and appropriate to the oracy, language and literacy capacity of the assessee and the work being performed.</p>

Range Statement

RANGE STATEMENT	
<p>The Range Statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the Performance Criteria, is detailed below. Add any essential operating conditions that may be present with training and assessment depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts.</p>	
Codes of practice/ standards	Where reference is made to industry codes of practice, and/or Australian/international standards, the latest version must be used.
Context	<p>This unit of competency covers the management of the corporate media response during an incident. The media may include:</p> <ul style="list-style-type: none"> • local media, eg newspapers, radio and local news sheets • national media, eg newspapers, magazines, TV, radio • news personnel, eg reporters, photographers, TV crews • It includes all such items of equipment and workplace operations which form part of the incident response system. This may include: <ul style="list-style-type: none"> • personal protective equipment • communication equipment, eg telephones, facsimiles, tape recorders, cameras. <p>Typical problems for your facility may include:</p> <ul style="list-style-type: none"> • unauthorised access to hazardous areas • corporate representatives and what they say • dealing with uncooperative media • communication breakdowns • incorrect or misleading information.
Health, safety and environment (HSE)	All operations to which this unit applies are subject to stringent health, safety and environment requirements, which may be imposed through State or Federal legislation, and these must not be compromised at any time. Where there is an apparent conflict between Performance Criteria and HSE requirements, the HSE requirements take precedence.
Relationship to Major Hazard Facility Legislation	<p>Organisations within the Chemical, Hydrocarbons and Oil Refining industries may find themselves falling under the provisions of various Major Hazard Facilities legislation. In developing this unit consideration has been given to the requirements of Sections 8 and 9 of the National Standard for the Control of Major Hazard Facilities [NOHSC:1014(2002)] and the National Code of Practice for the Control of Major Hazard Facilities [NOHSC:2016(1996)].</p> <p>This unit will assist individuals to meet some of their obligations under the relevant State or Territory legislation. Responsibility for appropriate contextualisation and application of the unit to ensure compliance</p>

RANGE STATEMENT

	however, remains with the individual organisation.
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Unit Sector(s)

Unit sector	Support/generic
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Competency field

Competency field	
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Co-requisite units

Co-requisite units		
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