



Australian Government

Department of Education, Employment and Workplace Relations

PUACOM012A Liaise with media at a local level

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit covers the liaison with media at a low level incident and providing information about local events

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

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Element

Performance Criteria

1 Determine media requirements

1.1 Organisational protocols are followed when liaising with the media

1.2 The media's potential interest is assessed and

- arrangements are made to meet needs where appropriate
- 1.3 Operational responsibilities are balanced against the provision of information to the media
- 2 Provide information to the media
- 2.1 A positive image of the organisation is maintained when liaising with the media
- 2.2 Every opportunity is used to promote the organisation, its services and personnel
- 2.3 Relevant and succinct information is supplied to media when operational responsibilities are under control and when organisational representative is available to talk to the media
- 3 Publicise an event
- 3.1 Relationship is established with media contacts
- 3.2 Event details and support materials are gathered and presented in a logical, relevant and concise manner to the media
- 3.3 Information provided to media is recorded and maintained

Required Skills and Knowledge

Not applicable.

Evidence Guide

Critical aspects of evidence

It is essential for this unit that competence be demonstrated in providing information to media whilst managing operational responsibilities

Interdependent assessment of units

Pre-requisite units: Nil

Co-requisite units: Nil

Underpinning knowledge

Organisational protocols relating to media liaison (for example: legal and organisation requirements relating to:

confidentiality

libel

accuracy

discrimination)

role of media in disseminating information

requirements of media to present information in a newsworthy/ informative manner

requirements of different media-newspapers

magazines

radio

television (local, regional, national media)

communication skills

establishing media relationship

Underpinning skills

prioritisation between operational responsibilities and provision of information to media liaison with media and other organisation personnel

attention to detail

communicating facts in a fluent, clear and interesting manner

empathy with victims and operational personnel

public speaking

media presentation

retaining professionalism under duress

Resource implications

No special requirements

Consistency of performance

Evidence should be gathered over a period of time in a range of actual or simulated workplace environments

Context of assessment

On the job or in a simulated work environment

Critical aspects of evidence

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Interdependent assessment of units

Pre-requisite units: Nil

Co-requisite units: Nil

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Context of assessment

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Range Statement

Organisation may include

Fire

Police

State Emergency Service

Emergency Management

Organisational protocols may include

organisational policies and procedures

personal presentation being as neat as possible considering the operational circumstances

ensuring media liaison person is fully briefed and prepared

acknowledge support of other organisations

seeking advice from headquarters where appropriate

limiting comments on role of own service

relevant Federal and State legislation and regulations

Liaising with the media may include

print (local, community, daily newspapers, magazines)

television (live or pre-recorded)

radio (live or pre-recorded)

Operational responsibilities may include

preservation of life and property, which is the principal concern to all public safety personnel

presenting information relevant to the public

Event may include

long service to organisation

medal presentation

awarding of certificates

donations/sponsorships/fundraising

recruiting

new equipment

VIP visit

open day

training

unusual rescues

self help information

Media's potential interest may include

enormous media event

standard report

human interest

in the public's interest

Media's requirements may include

deadlines

capabilities

visual and verbal requirements

types of medium

variation

journalists

amenities

briefing area

access to media liaison person

bilingual personnel and bilingual information

Media may include

representatives from mainstream, community and ethnic television

print and broadcast media

Organisational positive image may include

promote the relevance and efficiency of the service

report the facts

heroism of personnel

organisational personnel are cooperative and responsive

organisational personnel well presented

handling media in most positive manner in even the most adverse conditions / circumstances

Media opportunity may include

opportunity to promote the services

provide educational information to the public

airplay

Relevant and succinct information may include

information that according to protocol is available for public release

report facts and avoid speculation

do not supply classified information

use language that can be readily understood by all to avoid misinterpretation

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Unit Sector(s)

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