



Australian Government

Department of Education, Employment and Workplace Relations

PUAPOLGD015A Employ media strategies

Revision Number: 3

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Modification History

PUAPOLGD015A Release 3: Unit Descriptor revised.

PUAPOLGD015A Release 2: Layout adjusted. No changes to content.

PUAPOLGD015A Release 1: Primary release.

Unit Descriptor

This unit covers the competency required to employ media strategies to enhance work outcomes.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.

Application of the Unit

Media strategies may be used for a range of reasons including to increase community confidence or to seek information from witnesses to events.

This unit applies to people required to effectively employ media strategies in a work context. It requires the purpose for media involvement and potential media interest in the information to be balanced with legal, operational and organisational requirements. It also requires a planned release of authorised, relevant information in an appropriate format.

In liaising with the media, this unit requires the establishment of an effective relationship with media personnel, compliance with organisational protocols and the maintenance of a positive organisational image at all times.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a Unit of Competency.

Performance Criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the Range Statement. Assessment of performance is to be consistent with the Evidence Guide.

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

1. Determine media involvement

- 1.1 Purpose of ***media*** involvement is identified and recorded in ***relevant documents*** as appropriate
- 1.2 Media's potential interest is assessed to determine the ***type of information*** to be released
- 1.3 ***Legal, operational and organisational responsibilities*** are balanced against providing information to the media

2. Provide information to the media

- 2.1 Release of information is planned to avoid the release of unauthorised information
- 2.2 ***Relevant and succinct information*** is supplied to the media in accordance with organisational policies and guidelines

3. Liaise with media

- 3.1 Relationship is established with the media that facilitates the release of information as planned
- 3.2 ***Positive image of the organisation*** is maintained when dealing and/or corresponding with the media
- 3.3 ***Organisational protocols*** are followed when liaising with the media

Required Skills and Knowledge

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

Required Skills

- attend to detail
- communicate facts in a fluent, clear and interesting manner
- liaise with media and other organisational personnel
- make media presentations
- prioritise between operational responsibilities and provision of information to media
- retain professionalism under duress
- show empathy with victims and operational personnel
- undertake public speaking as required

Required Knowledge

- communication techniques
- establishing media relationships
- organisational policies and procedures (such as relevant legislation; operational, corporate and strategic plans; operational performance standards; operational policies and procedures; organisational personnel and occupational health and safety practices and guidelines; organisational quality standards; organisation's approach to environmental management and sustainability)
- organisational protocols relating to media liaison, such as legal and organisational requirement relating to confidentiality, disclosure, libel, accuracy, discrimination
- requirements of media to present information in a newsworthy/informative manner
- role of media in disseminating information

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 this Training Package.

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

Assessment must confirm the ability to:

- identify, select and use various media strategies suited to specific instances
- communicate authorised information to the media accurately and in accordance with relevant jurisdictional policies and procedures
- liaise with the media portraying a positive image of the organisation within established organisational protocols

Consistency in performance

Competency should be demonstrated over time in a range of contexts to ensure the person can achieve the outcome and apply the competence in different situations or environments.

Context of and specific resources for assessment

Context of assessment

Competency should be assessed in the workplace or an environment that closely resembles normal work practice and replicates the range of conditions likely to be encountered in the workplace, including coping with difficulties, irregularities and breakdowns in routine.

Specific resources for assessment

There are no specific resource requirements for this unit.

Method of assessment

In a public safety environment assessment is usually conducted via direct observation in a training environment or in the workplace via subject matter supervision and/or mentoring, which is typically recorded in a competency workbook.

Assessment is completed using appropriately qualified assessors who select the most appropriate method of assessment.

Assessment may occur in an operational environment or in an industry-approved simulated work environment.

Forms of assessment that are typically used include:

- direct observation
- interviewing the candidate
- journals and workplace documentation
- third party reports from supervisors
- written or oral questions.

Range Statement

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 in the Performance Criteria is detailed below.

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|---|--|
| <i>Media</i> includes: | <ul style="list-style-type: none"> • Community and ethnic television • Internal media teams/units • Mainstream media • Print and broadcast media |
| <i>Relevant documents</i> may include: | <ul style="list-style-type: none"> • Email or other correspondence to internal media teams/units • Investigation plan • Media release forms |
| <i>Type of information</i> may include: | <ul style="list-style-type: none"> • Content of information to be released (who, what, when, where) • Format of information to be released (text, video footage, photos and other relevant forms) |
| <i>Legal, operational and organisational responsibilities</i> may include: | <ul style="list-style-type: none"> • Ensuring the accuracy of the content • Presenting information relevant to the public • Preserving life and property, which is the principal concern to all public • Safety personnel • Understanding the legal implications of releasing information |
| <i>Relevant and succinct information</i> may include: | <ul style="list-style-type: none"> • Information that according to protocol is available for public release • Information that matches the purpose of media involvement • Not supplying classified information • Providing information that is fascinating or appealing to the public • Reporting facts and avoiding speculation • Using language that can be readily understood by all to avoid misinterpretation |
| <i>Positive image of the organisation</i> may include: | <ul style="list-style-type: none"> • Cooperative and responsive organisational personnel • Handling media in most positive manner in even the most adverse conditions/circumstances • Heroic actions of personnel • Promoting the relevance and efficiency of the service • Reporting facts • Well presented organisational personnel |
| <i>Organisational protocols</i> may | <ul style="list-style-type: none"> • Acknowledging support of other organisations |

include:

- Ensuring media liaison person is fully briefed and prepared
- Ensuring personal presentation is as presentable as possible considering
- Limiting comments on role of own service
- Operational circumstances
- Organisational policies and procedures
- Referring to relevant federal and state/territory legislation and regulations
- Seeking advice from headquarters where appropriate

Unit Sector(s)

Not applicable.