



Australian Government

Department of Education, Employment and Workplace Relations

SIFMPR003A Liaise with the media

Revision Number: 1

SIFMPR003A Liaise with the media

Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to liaise with the media for public relations purposes, arrange the placement of public notices, and negotiate the coverage of a public funeral. It involves selecting appropriate media outlets, preparing information for those outlets, and developing and maintaining an ongoing relationship with media personnel.

Application of the Unit

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This unit applies to funeral home and cemetery and crematorium staff required to liaise with the media.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units

Nil

Employability Skills Information

Employability skills 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 required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Prepare for media liaison.	<p>1.1 Identify <i>purpose</i> for contacting and liaising with the <i>media</i>.</p> <p>1.2 Identify aims and desired outcomes of media liaison.</p> <p>1.3 Identify limitations on information to be provided to the media according to <i>workplace policies and procedures</i>, and <i>relevant legislation</i>.</p> <p>1.4 Select appropriate media outlets to liaise with according to purpose for liaison and aims and desired outcomes.</p> <p>1.5 Identify and select appropriate personnel for contact within chosen media outlets.</p> <p>1.6 Contact selected media personnel according to workplace policies and procedures.</p>
2 Provide information to the media.	<p>2.1 Identify <i>needs of each media outlet</i> and balance against workplace limitations.</p> <p>2.2 Prepare information according to media outlet's information needs and workplace policies and procedures.</p>

ELEMENT**PERFORMANCE CRITERIA**

- 2.3 Supply prepared information to media personnel through *appropriate medium*.
- 2.4 Conduct media liaison according to workplace policies and procedures.
- 2.5 Establish and maintain ongoing relationships with media personnel.
- 2.6 Record and maintain information provided to media according to workplace policies and procedures.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

- Required skills
 - communication skills, including clear and direct communication to liaise with the media and provide information
 - literacy and numeracy skills to understand written documentation, prepare and write information in appropriate format, and record information provided to media
 - computer literacy skills to prepare information for the media
 - problem-solving skills to match information needs of media to workplace information limitations
 - planning and organisational skills to identify desired outcomes of media liaison
 - teamwork skills to work with workplace and media personnel.
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- **Required knowledge**
 - role of the media in disseminating information
 - requirements of different media outlets regarding presentation of information
 - requirements of different media outlets regarding deadlines, amenities, briefing areas and media liaison personnel requirements
 - social, religious and cultural differences and traditions
 - workplace policies and procedures relating to media liaison
 - broad working knowledge of relevant federal, state or territory legislation relating to privacy and consumer protection.

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, range statement and the Assessment Guidelines for the Training Package.

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

Evidence of the following is essential:

- ability to select appropriate media outlets and personnel according to the purpose for liaison, aims and desired outcomes and to develop a successful

EVIDENCE GUIDE

ongoing relationship with media personnel

- preparation and presentation of information in a format to suit the requirements of the media outlet
- liaising with the media on multiple occasions to ensure consistency of performance and ability to respond to different situations.

Context of and specific resources for assessment

Assessment must ensure access to:

- appropriate computers, communication technology and software programs to liaise with the media
- interaction with media representatives
- organisation information and promotional materials.

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of candidate selecting appropriate media outlets and personnel for liaison, preparing information to meet media outlet's information needs and providing information to media personnel through range of different means
- written or verbal questioning to assess knowledge and understanding of relevant legislation and workplace policies and procedures with regard to performing media liaison
- review of workplace documents completed by candidate
- third-party reports from supervisor or manager detailing work performance.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Employability skills embedded in this unit should be assessed holistically with other relevant units that make up the skill set or qualification and in the context of the job role.

Range Statement

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, if used in the performance criteria, is detailed below. 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) may also be included.

Purpose may include:

- public relations
- placement of public notices
- coverage of public or celebrity funeral.

Media may include:

- print
- television
- radio.

Workplace policies and procedures may include:

- standard operating policies and procedures, such as:
 - public promotion
 - privacy and confidentiality
 - information limitations
 - communication protocols
 - record keeping
- standards and certification requirements
- quality assurance procedures
- personal dress standards.

Relevant legislation may include:

- Privacy Acts
- Trade Practices Act.

RANGE STATEMENT

Needs of each media outlet may include:

- deadlines
- visual and verbal requirements
- amenities
- medium of presentation
- briefing area
- access to media liaison person
- bilingual personnel and bilingual information.

Appropriate medium may include:

- electronically by computer disk or email
- paper-based by mail or by fax
- verbally over the phone
- verbally through a live or pre-recorded television interview
- verbally through a live or pre-recorded radio interview.

Unit Sector(s)

Sector Funeral Services

Competency field

Competency field Marketing and Public Relations