



Australian Government

DEFDPA002 Identify material suitable for media publication

Release: 2

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Modification History

Release 2. Punctuation errors corrected. Assessment conditions clarified.

Release 1. This is the first release of this unit of competency in the DEF Defence Training Package.

Application

This unit specifies the skills and knowledge required to identify material that is suitable for publication in all forms of media.

It includes identifying sources for potential stories and relevant public affairs objectives, and establishing story points or themes.

This unit applies to Defence public affairs personnel, but it could apply to any personnel who work in this field.

The skills and knowledge described in this unit must be applied within the legislative, regulatory and policy environment in which they are carried out. Organisational policies and procedures must be consulted and adhered to.

Persons undertaking this unit work under indirect supervision or as part of a team and perform specific tasks in familiar contexts.

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

Pre-requisite Unit

Not applicable

Competency Field

Defence Public Affairs

Unit Sector

Not applicable

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1 Identify and/or locate sources for potential stories

2 Identify relevant public affairs objectives

3 Establish likely story 'angle'

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

1.1 Obtain and analyse material about organisational issues and current affairs in accordance with operational procedures

1.2 Maintain and engage with a network of relevant stakeholders

1.3 Maintain a professional resource collection

1.4 Assess information for newsworthiness and audience appeal

2.1 Identify public affairs objectives and constraints

2.2 Identify client needs and factor into planning

2.3 Identify and involve key relevant stakeholders to achieve outcomes

3.1 Identify potential story approach that will be of interest to target audience

3.2 Identify relevant factors affecting research for stories

3.3 Consult with or obtain clearance from appropriate stakeholders to ensure story angle is consistent with organisational mission in accordance with operational procedures

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Range of Conditions

Range is restricted to essential operating conditions and any other variables essential to the work environment.

Non-essential conditions may be found in the Companion Volume Implementation Guide.

Unit Mapping Information

This unit supersedes and is equivalent to DEFPA002 Identify material suitable for media publication.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=6bdbab1e-11ed-4bc9-9cba-9e1a55d4e4a9>