



**Australian Government**

# **PUACOM012 Liaise with media at a local level**

**Release: 1**

# PUACOM012 Liaise with media at a local level

## Modification History

**Release 1.** This is the first release of this unit of competency in the PUA Public Safety Training Package.

## Application

This unit of competency involves the skills and knowledge required to liaise with media at an incident and for providing information about local events. It includes determining media requirements for providing information to publicise an event.

The unit is applicable to personnel of local public safety groups who are delegated the responsibility to liaise with media in both emergency and non-emergency situations.

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

## Pre-requisite Unit

Not applicable.

## Competency Field

Communication

## Unit Sector

Public Safety

## Elements and Performance Criteria

### ELEMENTS

Elements describe the essential outcomes.

#### **1 Determine media requirements**

### PERFORMANCE CRITERIA

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

**1.1** Organisational procedures are followed when liaising with the media

**1.2** Media's potential interest is assessed and arrangements are made to meet their needs

- |                                       |            |   |
|---------------------------------------|------------|---|
|                                       | <b>1.3</b> | Operational responsibilities are balanced against provision of information to the media   |
| <b>2 Provide information to media</b> | <b>2.1</b> | A positive image of the organisation is maintained when liaising with the media   |
|                                       | <b>2.2</b> | Every opportunity is used to promote the organisation, its services and personnel, in accordance with organisational requirements |
|                                       | <b>2.3</b> | Information is supplied to the media when operational situation permits   |
| <b>3 Publicise an event</b>           | <b>3.1</b> | Relationship is established with media contacts, in accordance with organisational requirements                                   |
|                                       | <b>3.2</b> | Event details and support materials are gathered and presented in a logical and concise manner to the media                       |
|                                       | <b>3.3</b> | Information provided to media is recorded and maintained, in accordance with organisational requirements                          |

## 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 replaces and is equivalent to PUACOM012B Liaise with media at a local level.

## Links

PUA Training Package Companion Volume Implementation Guide is found in VETNet - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=3eca5672-6d5a-410b-8942-810d0ba05bbf>