



Australian Government

PUACOM016 Manage media requirements at major incident

Release: 1

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Modification History

Release 1.0 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 design and develop marketing communication plans, manage the media and provide information about a major incident. It includes assessing scene for media requirements, developing a media strategy, providing information to the media and promoting the organisation via the media.

The unit applies to public safety personnel who have been delegated media liaison responsibilities during major incidents, either at the scene or at a command centre.

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

Pre-requisite Unit

Not applicable

Competency Field

Community Safety

Unit Sector

Public Safety

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1 Assess scene for media requirements

PERFORMANCE CRITERIA

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

- 1.1** Restricted and special access areas are clearly defined for media personnel to ensure safety of the operation and to prevent contamination of evidence
- 1.2** Media access to personnel, volunteers, victims and casualties is controlled in accordance with organisational

	procedures
	1.3 Provision of information to the media is identified and reviewed to comply with organisational media requirements
	1.4 Media personnel and stakeholders are briefed and monitored for compliance with Work Health and Safety (WHS)/Occupational Health and Safety (OHS) requirements
2 Develop media strategy	2.1 Media plan and arrangements are developed to meet media requirements
	2.2 Organisational media representative is selected and briefed
	2.3 Media briefing area is allocated with required resources
	2.4 Media cooperation is gained to coordinate information flow and for approved dissemination of information to and from the public
	2.5 Media strategy is reviewed and modified at regular intervals to suit incident level and operational demands
	2.6 Approval is gained for release of information and warnings, as required
	2.7 Information briefing sessions and tours are scheduled at appropriate times to minimise impact on operational activities and requirements
3 Provide information to media	3.1 Organisational policies and procedures are followed when liaising with the media
	3.2 Media updates are provided in accordance with operational requirements
	3.3 Interview and photograph opportunities are scheduled and conducted to provide information, as required
	3.4 Other organisations at the incident are consulted to ensure a consistent presentation of information to the media
	3.5 Accurate records of media enquiries and interviews are maintained

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| | 3.6 | Two way communication arrangements between the organisation and media is maintained |
| 4 Promote organisation via the media | 4.1 | Work, activities and achievements of the organisation, volunteers and other organisational personnel are promoted throughout the incident to assist in maintaining morale and public profile |
| | 4.2 | Professional standards are 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 not equivalent to PUACOM009 Manage media requirements at major incident.

Links

Companion Volume Implementation Guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=3eca5672-6d5a-410b-8942-810d0ba05bbf>