



Australian Government

Department of Education, Employment and Workplace Relations

PUACOM009B Manage media requirements at major incident

Revision Number: 2

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Modification History

PUACOM009B Release 2: Layout adjusted. Application added.
PUACOM009B Release 1: Primary release.

Unit Descriptor

This unit covers the development of a media strategy and the management of the media and provision of information for a major incident.

Application of the Unit

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

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. Assess scene and organisation requirements	1.1 Restricted and/or special access areas are clearly defined to media personnel to safeguard the operation and prevent contamination of evidence. 1.2 Media access to personnel/volunteers/victims/casualties is controlled. 1.3 Operational responsibilities and provision of information to media is assessed.
2. Develop media strategy	2.1 Media plan is used to form the media strategy 2.2 Arrangements are made to meet <i>media requirements</i> according to incident characteristics and current developments. 2.3 Organisational media representative is selected and briefed according to availability, knowledge of incident, media presence and role played in the incident. 2.4 Media briefing area is allocated with required resources where possible. 2.5 Media co-operation is gained in order to co-ordinate <i>information</i> flow and to provide information to the public on matters of safety and public interest. 2.6 Media strategy is changed at any time to suit operational demands and level of incident. 2.7 Approval is gained for information releases where appropriate. 2.8 Information briefing sessions and tours are scheduled at appropriate times in line with operational responsibilities and media requirements. 2.9 Media personnel and VIP are provided with Occupational Health and Safety clothing where appropriate.
3. Provide information to media	3.1 Organisational protocols are followed when liaising with the media. 3.2 Organisational media representative provides current developments of incident where appropriate. 3.3 Interview and photo opportunities are scheduled and conducted to provide information where appropriate. 3.4 Other organisations are consulted with at the incident to ensure a consistent presentation of information to the media. 3.5 Accurate records of media enquiries and interviews are maintained. 3.6 A two-way communication process between organisation and media is maintained.

ELEMENT	PERFORMANCE CRITERIA
4. Promote the organisation via the media	<p>4.1 Work and achievements of organisation, volunteer and other organisation personnel at incident is promoted throughout the incident to assist in maintaining morale and public profile.</p> <p>4.2 Own demeanour and presentation reflects the professional standards of the organisation and support for victims and others affected by the incident.</p>

Required Skills and Knowledge

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

Required Skills

- attention to detail
- communicating facts in a fluent, clear and interesting manner
- conducting press conferences and group interviews
- empathy with victims and operational personnel
- liaison with media and other organisation personnel
- media presentation
- public speaking
- retaining professionalism under duress

Required Knowledge

- knowledge of current practices for media liaison
- legal and organisation requirements relating to confidentiality, libel, accuracy, discrimination
- newsworthiness of information
- requirements of different media newspapers, magazines, radio, television
- requirements of local v's regional v's national media
- requirements of media to present information in a newsworthy/entertaining manner
- role of media in disseminating information

Evidence Guide

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

Manage media to ensure integrity of information being disseminated.

Consistency in performance

Evidence should be gathered over a period of time in a range of actual or simulated workplace environments

Context of and specific resources for assessment

Context of assessment

On the job or in a simulated work environment.

Specific resources for assessment

No special requirements.

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.

- Media requirements*** may include:
- technical e.g. lighting/sound
 - access for crew and equipment
 - photographic/film opportunities
 - on-site interviews
 - interviews with particular personnel
 - newsworthiness
 - news angles
 - human interest interviews and stories
 - technical and other requirements of local vs regional vs national media
 - of print vs radio vs television
 - and of community vs commercial vs government-owned media
 - individual requests from media personnel
 - food
 - shelter
 - personal protective equipment
 - telephones
 - facsimiles
 - power outlets
 - bilingual briefing

- Information which needs to be disseminated to the public*** may include:
- emergency hotlines
 - road closures
 - facility closures
 - warnings
 - danger zones
 - persons police are seeking to interview
 - public information/assurance
 - evacuation details

- Organisation and legal requirements*** may include:
- relating to occupational health and safety
 - public safety
 - operational priorities
 - confidentiality

- Organisational requirements for press conferences etc*** may include:
- operational requirements
 - policies and procedures
 - currency of information
 - need for public assistance

- Sources of information* may include:
- other organisations
 - eyewitnesses
 - weather forecasters
 - own organisation personnel
 - volunteer workers

Unit Sector(s)

Not applicable.