



Australian Government

SIFXMPR004 Liaise with the media

Release: 1

SIFXMPR004 Liaise with the media

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to prepare and provide information to the media. It applies to funeral home and cemetery and crematorium staff required to liaise with the media for public relations purposes, including arranging the placement of public notices and negotiating the coverage of a public funeral. The work is performed according to work health and safety, relevant legislation and workplace policies and procedures.

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

Competency Field

Marketing and Public Relations

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the range of conditions statement.
1. Prepare for media liaison.	1.1 Establish purpose for contacting and liaising with the media. 1.2 Determine aims and desired outcomes of media liaison. 1.3 Identify limitations on information to be provided to the media. 1.4 Select appropriate media outlets to liaise with according to purpose for liaison and aims and desired outcomes. 1.5 Select appropriate personnel for contact within chosen media outlets. 1.6 Contact selected media personnel.
2. Provide information to the	2.1 Determine needs of each media outlet and balance against workplace limitations.

- media.
- 2.2 Prepare information according to media outlet's information needs.
 - 2.3 Supply prepared information to media personnel.
 - 2.4 Establish and maintain ongoing relationships with media personnel.
 - 2.5 Record and maintain information provided to media.

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance.

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

Unit Mapping Information

SIFXMPR003A Liaise with the media.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c2c3131e-4418-4aa3-8ff1-a855c95f7fd6>