



**Australian Government**

# **DEFDPA002 Identify material suitable for media publication**

**Release: 2**

## **DEFDPA002 Identify material suitable for media publication**

### **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>

# Assessment Requirements for DEFDPA002 Identify material suitable for media publication

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## Performance Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all the requirements of the elements and performance criteria on at least one occasion and include:

- applying communication ethics relevant to the audience and organisation
- applying organisational policies and procedures
- establishing useful networks
- identifying material suitable for media publication
- making notes from spoken and written sources
- researching using a range of sources
- revising own writing and speaking to enhance meaning and effectiveness
- sourcing, reading and critically evaluating background information
- transcribing material accurately from oral to written text
- using a range of language structures, registers, vocabulary and idiom required in conversational exchanges.

## Knowledge Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all the requirements of the elements and performance criteria and include knowledge of:

- audience and organisational interests
- constraints on using information, including security requirements, conditions on reporting sensitive issues, privacy principles
- current affairs and organisational issues
- media's definition of news
- public affairs objectives and the characteristics of public affairs organisations including:
  - organisation's internal communications objectives
  - internal client objectives, including commanders, headquarters or policy areas
  - publication objectives for communicating information
- relevant legislation, organisational policies and procedures
- types of stories used in organisation's publications

- variety of writing genres.

## Assessment Conditions

Assessors must satisfy relevant vocational education and training legislation, frameworks and/or standards.

Assessment must occur in workplace operational situations. Where this is not appropriate, assessment must occur in simulated workplace operational situations that replicate workplace conditions.

Assessment processes and techniques must be appropriate to the language, literacy, numeracy and digital skills requirements of the work being performed and the needs of the candidate.

Resources for assessment must include access to:

- a range of relevant exercises, case studies and/or simulations
- acceptable means of simulation assessment
- relevant and appropriate materials, tools, equipment and personal protective equipment currently used in industry
- relevant standards, policy and instructions related to public affairs
- applicable documentation, including operational procedures, regulations, codes of practice and operation manuals.

## Links

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