



Australian Government

DEFPA002 Identify material suitable for media publication

Release: 1

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Modification History

Release	TP Version	Comments
2	DEF12V2	New unit.
1	DEF12V1	Primary release.

Unit Descriptor

This unit covers the competency required to identify material which is suitable for publication in all forms of media.

It includes the identification of a story through personal initiative or following direction from a supervisor. It covers information which comes from within the organisation and as well as material from external sources. It requires the judgement of the newsworthiness of material. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication. In a Defence context, this means that there is no civilian need to hold this unit in order to meet licensing, legislative, regulatory or certification requirements.

Application of the Unit

This unit applies to Public Affairs Officers within Defence who are involved in identifying material which is suitable for publication in all forms of media as a workplace responsibility, but is applicable to all individuals who work in this field.

Typically, these individuals must demonstrate the ability to work independently or as part of a team under indirect supervision. They must be able to use discretion and judgement and take responsibility for the quality of their outputs.

All activities are carried out in accordance with relevant legislation, organisational policies and procedures

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 Required Skills and Knowledge and/or the Range Statement. Assessment of performance is to be consistent with the Evidence Guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Identify/locate sources for potential stories	1.1 Material about organisational issues and current affairs is obtained from a wide variety of sources, read and analysed. 1.2 A network of contacts is maintained and engaged regularly. 1.3 A professional resource collection is maintained. 1.4 Trends in audience interests are identified and recorded. 1.5 Information is assessed for newsworthiness and likely audience appeal.
2. Identify relevant public affairs objectives	2.1 Public affairs objectives and constraints are identified and factored into planning. 2.2 Client needs are identified and factored into planning.
3. Establish likely story ‘angle’	3.1 Relevant factors affecting research for stories are identified. 3.2 An approach to the potential story is identified and clearance is obtained from the supervisor.

Required Skills and Knowledge

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

Required Skills

- establish useful networks
- research using a range of sources
- source, read and critically evaluate background information
- make notes from spoken and written sources
- use a range of language structures, registers, vocabulary and idiom required in conversational exchanges
- transcribe material accurately from oral to written text
- revise own writing and speaking to enhance meaning and effectiveness

Required Knowledge

- audience and organisational interests
- the media’s definition of news
- the types of stories used in organisation’s publications
- constraints on using information (eg security requirements, conditions on reporting)

sensitive issues)

- organisational issues
- current affairs issues
- a variety of writing genres
- the standard operating procedures of relevant organisation
- public affairs objectives and the characteristics of public affairs organisations
- relevant legislation

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the Performance Criteria, Required Skills and Knowledge, the Range Statement and the Assessment Guidelines for this Training Package.

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

Assessment must confirm the ability to:

- identify information that is newsworthy and suitable for publication, through personal initiative or following direction from supervisor
- identify current affairs and organisation's issues
- apply communication ethics that are relevant to the audience and organisation

Consistency in performance

Competency should be demonstrated over time and should be observed in a range of actual or simulated work contexts.

Context of and specific resources for assessment

Context of assessment

Competency should be assessed in the workplace or under conditions that accurately simulate a realistic workplace in accordance with all relevant legislation and organisation requirements.

Evidence should be gathered while observing the individual identify information that is newsworthy and suitable for publication and demonstrate an awareness of current affairs and organisational issues. The application of communication ethics that are relevant to the audience and organisation are to be observed.

Specific resources for assessment

Access is required to:

- relevant standards, policy and instructions related to public affairs

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.

Public affairs objectives may include

- organisation's internal communications objectives
- internal clients (such as commanders, headquarters or policy areas) objectives
- publication objectives for communicating information

Unit Sector(s)

Not applicable.