



Australian Government

DEFPA004 Manage media requirements at major events

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 manage the media requirements at major events. It includes the assessment of organisational requirements, the development of a media strategy, the management of the media and the provision of information for major events. 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 the management of the media requirements at major events as a workplace responsibility, but is applicable to all individuals who work in this field. The unit requires the application of high level, fully independent, complex judgements with a detailed knowledge of the Defence organisation. It requires analysis of complex data and the production of documents detailing the required outcomes of specialised functions in the public affairs context. All activities are carried out in accordance with relevant organisational policy 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

ELEMENT	PERFORMANCE CRITERIA
1. Assess event and organisation requirement	1.1 Restricted and/or special access areas are clearly defined to media. 1.2 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 media requirements according to event characteristics. 2.3 Media representatives are briefed according to availability, knowledge of event and media presence. 2.4 Media briefing area is allocated with required resources where possible. 2.5 Media cooperation is gained in order to coordinate information flow and to provide information to the public. 2.6 Media strategy is changed at any time to suit operational demands and level. 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 are provided with Work health and safety clothing where appropriate.
3. Provide information to media	3.1 Organisational protocols are followed when liaising with the media. 3.2 Media representative provides current development of event where appropriate 3.3 Interview and photo opportunities are scheduled and conducted to provide information where appropriate. 3.4 Other organisations at the incident are consulted with 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.
4. Promote the organisation via the media	4.1 Work and achievements of organisation is promoted throughout the event to assist in maintaining morale and public profile. 4.2 Own demeanour and presentation meets the

professional standards of the organisation.

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- organisation and media is maintained.
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- 4.2 Own demeanour and presentation meets the professional standards of the organisation.

Required Skills and Knowledge

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

Required Skills

- show attention to detail
- communicate facts in a fluent, clear and interesting manner
- conduct press conferences and group interviews
- liaise with media and other organisation personnel
- present information via media channels
- speak publicly
- retain professionalism

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 – newspaper, magazines, radio, television, social media
- requirements of local vs. regional vs. national media
- role of media in disseminating information

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:

- manage the media to ensure integrity of information being disseminated
- apply communication ethics that are relevant to the audience and organisation
- demonstrate an awareness of the organisation's issues

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 manage the media requirements at major events. The application of communication ethics that are relevant to the audience and organisation are to be observed.

Specific resources for assessment

Access 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.

Media requirement may include

- Technical eg 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 vs. social media • Individual requests from media personnel • Food • Shelter • Personal protective equipment • Telephones • IT • Power outlets • Bilingual briefing
Information may include	• Road closure notifications • Facility closure information • Warnings • Danger zone identification • Public information/assurance • Evacuation details

Unit Sector(s)

Not applicable.

Custom Content Section

Not applicable.