



Australian Government

DEFPR307B Assist in managing production processes

Release 2

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Modification History

Release	TP Version	Comments
2	DEF12V2	Layout adjusted. No changes to content.
1	DEF12V1	Primary release.

Unit Descriptor

This unit covers the competency required to assist in the routine operations involved in the production of a Defence news publication. It requires the analysis and interpretation of incoming material for newsworthiness and the distribution of the material for response from the relevant sectors within Defence.

The competency deals with the reporter's involvement in the day-to-day operation of a unit that has responsibility for the production of Defence publications, such as services newspapers, magazines and Internet sites. All reporters will be involved with this activity on a needs basis, however in the main the competency applies to junior reporters assisting a senior reporter or following direction from the editor or sub editor.

The reporter judges newsworthiness with limited supervision.

This competency is required by all Defence reporters.

Application of the Unit

As agreed in the creation of this Training Package, applications for units transferred from the PUA00 Public Safety Training Package will be developed as part of continuous improvement plans, and taking into account the change in Unit of Competency format as detailed in templates for Streamlined Training Packages.

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. Manage incoming material	1.1 <i>Incoming material</i> is collected and recorded. 1.2 An assessment is made of the new material to determine its <i>newsworthiness</i> and a recommendation is made to the editor. 1.3 Material of potential value is classified and archived for future reference.
2. Assist in managing daily operations	2.1 <i>Letters to the editor</i> are registered and forwarded to the relevant personnel for response. 2.2 <i>Production tasks</i> are completed as directed by supervisor.

Required Skills and Knowledge

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

Required Skills

- compose factual information into a story
- respond to readers' letters
- prioritise information for relevance and accuracy
- relate effectively with contributors
- use appropriate information technology and software

Required Knowledge

- readers' and organisational interests
- what constitutes news and the types of stories used in Defence publications
- publishing deadlines
- when to check information
- security requirements, conditions on reporting sensitive issues, Defence issues, current affairs issues etc
- basic knowledge of desktop publishing packages
- standard production processes
- the standard operating procedures of relevant public affairs organisations which influence parent organisation
- ADF public affairs objectives and the characteristics of Defence public affairs organisations
- Defence News Editorial Board guidelines
- Australian Journalists Association Code of Ethics
- relevant legislation

Evidence Guide

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

Assessment must confirm the ability to assess and make a fair and impartial judgement of the material's newsworthiness with full consideration of ADF public affairs objectives and communications ethics that are relevant to the audience and organisation.

Consistency in performance

Competency should be demonstrated in a range of actual or simulated environments, with particular emphasis placed on the assessment of a variety of incoming material and recommendations.

Context of and specific resources for assessment

Context of assessment

Competency should be assessed in an office and under operational conditions, or in a simulated environment. Simulation should re-create realistic office and operational scenarios in a wide range of situations that may be encountered by the Defence reporter and should cover all of the critical aspects of evidence.

Evidence should be gathered through questioning relating to underpinning knowledge and the submission of a variety of documented reports relating to the newsworthiness of incoming material.

Specific resources for assessment

There are no special resource requirements for this unit.

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.

<i>Incoming material</i> may include:	• Media releases • Promotional packages • Material on travel, finances, health, historical articles, photographs and cartoons • Any other information received by post, fax, hand delivery or email
<i>Newsworthiness</i> may include:	• Information likely to appeal to readers because it is topical, different, unique or relevant to them
<i>Letters to the editor</i> may include:	• Letters from readers and ADF staff
<i>Production tasks</i> may include:	• Correspondence (memos, letters, email) • Establishing and maintaining catalogue and records • Maintaining computer files • Photocopying • Filing • Fax transmission • Answering telephone

Unit Sector(s)

Not applicable.