



Australian Government

Assessment Requirements for POLGEN048

Apply media strategies for policing purposes

Release:

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Modification History

Release 1. This is the first release of this unit of competency in the POL Police Training Package release 9.0.

Performance Evidence

The candidate must provide evidence on at least one occasion that they have met the elements and performance criteria and have demonstrated the ability to:

- assess and evaluate content and implementation of media strategy to determine future actions
- engage in media events/interviews/briefings
- brief media on investigations while maintaining the integrity of operations
- conduct risk assessments and risk mitigation activities related to potential outcomes of media liaison
- demonstrate flexibility when engaging and interacting with media
- evaluate legal, operational and jurisdictional responsibilities against value of media involvement
- identify and select options for media involvement, including timeframes, resources and security requirements
- identify, select and implement media strategy appropriate to purpose
- liaise and negotiate with stakeholders regarding aims and objectives of media strategy
- plan and control authorised release of relevant information
- record media strategies, coverage and information releases.

Knowledge Evidence

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

- communication techniques
- jurisdictional media relations strategies
- jurisdictional policies and procedures related to media liaison, information security, authorisation processes
- legislative requirements related to confidentiality, disclosure, libel, accuracy, and discrimination
- media practices and organisations
- role of media in disseminating information, including raising public awareness, identifying further avenues of enquiry, and collecting information
- traditional and emerging media formats.

Assessment Conditions

Assessment must occur in operational workplace situations or, where this is not available, in simulated situations that replicate workplace conditions.

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

Links

Companion Volume Implementation Guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=98c3984e-2cf1-48a8-8ed1-85e4b92e7351>