



Australian Government

PSPGEN085 Manage media relationships

Release: 1

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Modification History

Release	Comments
1	This unit was released in PSP Public Sector Training Package release 1.0 and meets the Standards for Training Packages. This unit supersedes and is equivalent to PSPPA603A Manage media relationships. • Unit code updated • Content and formatting updated to comply with new standards • All PC transitioned from passive to active voice

Application

This unit describes the skills required to manage media relationships to enable the organisation's services and achievements to be recognised and to deal with sensitive issues as they arise. It includes liaising with media personnel, negotiating media coverage, monitoring media coverage and preparing spokespersons for media interaction.

This unit applies to those working in public affairs, managing relationships with the media.

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.

Those undertaking this unit would work independently in consultation with others, performing complex tasks in a range of familiar contexts.

No licensing, legislative or certification requirements apply to unit at the time of publication.

Competency Field

General

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
Elements describe	Performance criteria describe the performance needed to demonstrate

the essential outcomes	achievement of the element. Where bold italicised text is used, further information is detailed in the range of conditions section.
1. Liaise with media personnel	1.1 Obtain information on local, regional and national media contacts and keep up to date. 1.2 Confirm processes and procedures for dealing with the media, and establish requirements for format, presentation and deadlines for information. 1.3 Establish communication processes to develop mutual trust and cooperation, and to foster awareness of public affairs events and activities. 1.4 Provide information that is reliable and represents the current position of the organisation or situation to the media. 1.5 Handle situations where serious errors or misquoting occurs.
2. Negotiate media coverage	2.1 Assess the potential level of interest in particular events, and make activities and communications, and media selections to maximise coverage and achieve public affairs objectives. 2.2 Identify the form of information and preferred message positions to maximise media coverage. 2.3 Give notice to the media of the timing of events and activities, and provide contact information to enable confirmation of details. 2.4 Negotiate media coverage.
3. Monitor media coverage	3.1 Assess options for monitoring media coverage and select based on organisational requirements and value for money. 3.2 Develop and implement procedures for monitoring media performance, and recommend actions that address variations from expected performance. 3.3 Evaluate media coverage in terms of effectiveness in achieving message placement objectives, anticipated impact and public affairs objectives.
4. Prepare spokespersons for media interaction	4.1 Brief spokespersons on the characteristics, communication techniques and potential impact of media interviews for newspapers, radio and television. 4.2 Brief spokespersons on interview approaches and the techniques of specific interviewers. 4.3 Establish objectives with spokespersons for interview outcomes in planned situations in order to communicate specific information. 4.4 Provide responses and techniques for achieving positive communication outcomes in unplanned media interactions. 4.5 Prepare spokespersons for crisis situations in accordance with crisis communication plans and responsibilities.

Foundation Skills

Foundation skills are embedded within the elements and performance criteria of this unit.

Unit Mapping Information

This unit supersedes and is equivalent to PSPPA603A Manage media relationships.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=bebbece7-ff48-4d2c-8876-405679019623>

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