



Australian Government

Department of Education, Employment and Workplace Relations

PSPPA603A Manage media relationships

Revision Number: 3

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Modification History

Release	TP Version	Comments
3	PSP12V1	Unit descriptor edited.
2	PSP04V4.2.	Layout adjusted. No changes to content.
1	PSP04V4.1	Primary release.

Unit Descriptor

This unit covers the management of media relationships by those in public affairs 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.

In practice, managing media relationships may overlap with other generalist or specialist public sector work activities such as acting ethically, complying with legislation, applying government systems, managing change, managing diversity.

This unit has drawn upon NZQA unit standard 11595 Establish, develop, and manage public relations media relationships.

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

Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements are the essential outcomes of the unit of competency. Together, performance criteria specify the requirements for competent performance. Text in ***bold italics*** is explained in the Range Statement following.

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

- | | |
|---|---|
| 1. Liaise with media personnel | <ul style="list-style-type: none">1.1 Information on local, regional and national media contacts is obtained and kept up to date.1.2 Processes and procedures for dealing with the media are confirmed, and requirements are established for format, presentation and deadlines for information.1.3 Communication processes are established to develop mutual trust and cooperation, and to foster awareness of public affairs events and activities.1.4 Information that is reliable and represents the current position of the organisation or situation is provided to the media in accordance with organisational policy and procedures.1.5 Situations where serious errors or misquoting occurs are handled in accordance with organisational policy and procedures. |
| 2. Negotiate media coverage | <ul style="list-style-type: none">2.1 Assessment is made of the potential level of interest in particular events, activities and communications, and media selections are made to maximise coverage and achieve public affairs objectives.2.2 The form of information and preferred message positions are identified to maximise media coverage.2.3 Notice is given to the media of the timing of events and activities, and contact information is provided to enable confirmation of details.2.4 Media coverage is negotiated in accordance with legislation, organisational policy and procedures. |
| 3. Monitor media coverage | <ul style="list-style-type: none">3.1 Options for monitoring media coverage are assessed and selected based on organisational requirements and value for money.3.2 Procedures for monitoring media performance are developed and implemented, and actions that address variations from expected performance are recommended.3.3 Media coverage is evaluated in terms of effectiveness in achieving message placement objectives, anticipated impact and public affairs objectives. |
| 4. Prepare spokespersons for media interaction | <ul style="list-style-type: none">4.1 Spokespersons are briefed on the characteristics, communication techniques and potential impact of media interviews for newspapers, radio and television.4.2 Spokespersons are briefed on interview approaches and the techniques of specific interviewers.4.3 Objectives are established with spokespersons for interview outcomes in planned situations in order to communicate specific information.4.4 Responses and techniques are provided for achieving positive |

ELEMENT**PERFORMANCE CRITERIA**

communication outcomes in unplanned media interactions.
4.5 Spokespersons are prepared for crisis situations in accordance with crisis communication plans and responsibilities.

Required Skills and Knowledge

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

Skill requirements

Look for evidence that confirms skills in:

- applying legislation, regulations and policies relating to public affairs
- using a range of communication methods and strategies, including consultation, liaison, advice, negotiation with diverse groups
- assessing and providing newsworthy information
- responding to diversity, including gender and disability
- applying procedures relating to occupational health and safety and environment in the context of public affairs

Knowledge requirements

Look for evidence that confirms knowledge and understanding of:

- legislation, regulations, policies, procedures and guidelines relating to public affairs
- the importance of relationships with key media contacts
- the range of media and the usefulness of each for particular information or messages
- organisational procedures for dealing with the media
- equal employment opportunity, equity and diversity principles
- public sector legislation such as occupational health and safety and the environment in the context of public affairs

Evidence Guide

The Evidence Guide specifies the evidence required to demonstrate achievement in the unit of competency as a whole. It must be read in conjunction with the Unit descriptor, Performance Criteria, the Range Statement and the Assessment Guidelines for the Public Sector Training Package.

Units to be assessed together

- *Pre-requisite* units that must be achieved prior to this unit: *Nil*
- *Co-requisite* units that must be assessed with this unit: *Nil*
- *Co-assessed units* that may be assessed with this unit to increase the efficiency and realism of the assessment process include, but are not limited to:
 - PSPETHC601B Maintain and enhance confidence in public service
 - PSPGOV601B Apply government systems
 - PSPGOV605A Persuade and influence opinion
 - PSPGOV606A Prepare high-level/sensitive written materials
 - PSPMNGT605B Manage diversity
 - PSPMNGT608B Manage risk
 - PSPMNGT609B Formulate business strategies
 - PSPLEGN601B Manage compliance with legislation in the public sector
 - PSPOHS602A Manage workplace safety
 - PSPPOL602A Provide policy advice

Overview of evidence requirements

In addition to integrated demonstration of the elements and their related performance criteria, look for evidence that confirms:

- the knowledge requirements of this unit
- the skill requirements of this unit
- application of the Employability Skills as they relate to this unit (see Employability Summaries in Qualifications Framework)
- management of media relationships in a range of (3 or more) contexts (or occasions, over time)

Resources required to carry out assessment

These resources include:

- legislation, policy, procedures and protocols relating to public affairs
- case studies and workplace scenarios to capture the range of situations likely to be encountered when managing media relationships

Where and how to

Valid assessment of this unit requires:

assess evidence

- a workplace environment or one that closely resembles normal work practice and replicates the range of conditions likely to be encountered when managing media relationships, including coping with difficulties, irregularities and breakdowns in routine
- management of media relationships in a range of (3 or more) contexts (or occasions, over time)

Assessment methods should reflect workplace demands, such as literacy, and the needs of particular groups, such as:

- people with disabilities
- people from culturally and linguistically diverse backgrounds
- Aboriginal and Torres Strait Islander people
- women
- young people
- older people
- people in rural and remote locations

Assessment methods suitable for valid and reliable assessment of this competency may include, but are not limited to, a combination of 2 or more of:

- case studies
- portfolios
- projects
- questioning
- scenarios
- authenticated evidence from the workplace and/or training courses

For consistency of assessment

Evidence must be gathered over time in a range of contexts to ensure the person can achieve the unit outcome and apply the competency in different situations or environments

Range Statement

The Range Statement provides information about the context in which the unit of competency is carried out. The variables cater for differences between States and Territories and the Commonwealth, and between organisations and workplaces. They allow for different work requirements, work practices and knowledge. The Range Statement also provides a focus for assessment. It relates to the unit as a whole. Text in ***bold italics*** in the Performance Criteria is explained here.

Media may include:

- press
- radio
- television
- film
- magazines
- print
- graphic
- electronic
- computer
- telecommunications

Processes and procedures for dealing with the media may include:

- who has access to the media
- organisational spokespersons for particular information or situations
- responsibility for dealing with serious errors or misquoting by the media
- approval processes for release of information

Legislation, organisational policies and procedures may include:

- State/Territory and Commonwealth legislation, regulations, policies, guidelines and standards relating to public affairs, such as:
 - public sector management/public service acts
 - ethics and accountability guidelines/codes of practice
 - information security standards
 - equity and diversity principles
 - confidentiality
 - freedom of information
 - privacy
 - intellectual property
 - copyright
 - risk management
 - fraud control

Options for monitoring media coverage may include:

- media monitoring service
- internal systems to record media coverage
- combination of internal and external monitoring

Unit Sector(s)

Not applicable.

Competency field

Public Affairs.