



Australian Government

PUACOM012 Liaise with media at a local level

Release: 1

PUACOM012 Liaise with media at a local level

Modification History

Release 1. This is the first release of this unit of competency in the PUA Public Safety Training Package.

Application

This unit of competency involves the skills and knowledge required to liaise with media at an incident and for providing information about local events. It includes determining media requirements for providing information to publicise an event.

The unit is applicable to personnel of local public safety groups who are delegated the responsibility to liaise with media in both emergency and non-emergency situations.

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

Pre-requisite Unit

Not applicable.

Competency Field

Communication

Unit Sector

Public Safety

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1 Determine media requirements

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

1.1 Organisational procedures are followed when liaising with the media

1.2 Media's potential interest is assessed and arrangements are made to meet their needs

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|---------------------------------------|------------|---|
| | 1.3 | Operational responsibilities are balanced against provision of information to the media |
| 2 Provide information to media | 2.1 | A positive image of the organisation is maintained when liaising with the media |
| | 2.2 | Every opportunity is used to promote the organisation, its services and personnel, in accordance with organisational requirements |
| | 2.3 | Information is supplied to the media when operational situation permits |
| 3 Publicise an event | 3.1 | Relationship is established with media contacts, in accordance with organisational requirements |
| | 3.2 | Event details and support materials are gathered and presented in a logical and concise manner to the media |
| | 3.3 | Information provided to media is recorded and maintained, in accordance with organisational requirements |

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Range of Conditions

Range is restricted to essential operating conditions and any other variables essential to the work environment.

Non-essential conditions may be found in the Companion Volume Implementation Guide.

Unit Mapping Information

This unit replaces and is equivalent to PUACOM012B Liaise with media at a local level.

Links

PUA Training Package Companion Volume Implementation Guide is found in VETNet - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=3eca5672-6d5a-410b-8942-810d0ba05bbf>

Assessment Requirements for PUACOM012 Liaise with media at a local level

Modification History

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Performance Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all the requirements of the elements and performance criteria on at least one occasion and includes

- communicating facts
- determining media requirements
- following organisational policies and procedures including Work, Health and Safety (WHS)/Occupational Health and Safety (OHS) requirements
- liaising with media and other organisations
- maintaining positive image of the organisation to the media
- prioritising between operational responsibilities and provision of information to media
- providing information to the media
- publicising an event

Knowledge Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all the requirements of the elements, performance criteria and range of conditions and includes knowledge of

- communication techniques and skills
- media relationships
- media requirements
- operational responsibilities
- opportunities for media interest and events
- organisational documentation, policies and procedures including Work, Health and Safety (WHS)/Occupational Health and Safety (OHS) requirements and procedures relating to media liaison
- presentation of information in a newsworthy and informative manner
- provision of relevant and succinct information
- requirements of different media
- role of media in disseminating information

Assessment Conditions

As a minimum, assessors must satisfy applicable regulatory requirements, which include requirements in the Standards for Registered Training Organisations current at the time of assessment.

As a minimum, assessment must satisfy applicable regulatory requirements, which include requirements in the Standards for Registered Training Organisations current at the time of assessment.

Assessment processes and techniques must be appropriate to the language, literacy and numeracy requirements of the work being performed and the needs of the candidate.

Assessment must occur in workplace operational situations. Where this is not appropriate, assessment must occur in industry approved simulated workplace operational situations that reflect workplace conditions.

Resources for assessment must include access to

- a range of relevant exercises, case studies and/or simulations
- relevant and appropriate materials, equipment, tools and personal protective clothing and equipment currently used in industry
- applicable documentation including organisational procedures, industry standards, regulations, codes of practice and operation manuals.

Links

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