



Australian Government

PUACOM012B Liaise with media at a local level

Revision Number: 3

PUACOM012B Liaise with media at a local level

Modification History

Release	TP Version	Comments
3	PUA12 V2.1	Editorial changes.
2	PUA12 V2	Layout adjusted. Application added.
1	PUA00 V8.1	Primary release.

Unit Descriptor

This unit covers the liaison with media at a low level incident and providing information about local events.

Application of the Unit

This unit applies to workers of local public safety groups who are delegated the responsibility to liaise with media in both emergency and non-emergency situations.

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 Range Statement. Assessment of

performance is to be consistent with the Evidence Guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Determine media requirements	1.1 Organisational protocols are followed when <i>liaising with the media</i>. 1.2 The media's potential interest is assessed and arrangements are made to meet needs where appropriate. 1.3 Operational responsibilities are balanced against the provision of information to the <i>media</i>.
2. Provide information to the 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. 2.3 Relevant and succinct information is supplied to media when operational responsibilities are under control and when organisational representative is available to talk to the media.
3. Publicise an event	3.1 Relationship is established with media contacts. 3.2 Event details and support materials are gathered and presented in a logical, relevant and concise manner to the media. 3.3 Information provided to media is recorded and maintained.

Required Skills and Knowledge

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

Required Skills

- attention to detail
- communicating facts in a fluent, clear and interesting manner
- empathy with victims and operational personnel
- liaison with media and other organisation personnel
- media presentation
- prioritisation between operational responsibilities and provision of information to

media

- public speaking
- retaining professionalism under duress

Required Knowledge

- organisational protocols relating to media liaison, for example legal and organisation requirements relating to:
 - confidentiality
 - libel
 - accuracy
 - discrimination
- role of media in disseminating information
- requirements of media to present information in a newsworthy/informative manner
- requirements of different media:
 - newspapers
 - magazines
 - radio
 - television (local, regional, national media)
- communication skills
- establishing media relationship

Evidence Guide

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

It is essential for this unit that competence be demonstrated in providing information to media whilst managing operational responsibilities.

Consistency in performance

Evidence should be gathered over a period of time in a range of actual or simulated workplace environments.

Context of and specific resources for assessment

Context of assessment

On the job or in a simulated work environment.

Specific resources for assessment

No special requirements.

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.

- Organisation*** may include
- Fire
 - Police
 - State Emergency Service
 - Emergency Management

- Organisational protocols*** may include
- organisational policies and procedures
 - personal presentation being as neat as possible considering the operational circumstances
 - ensuring media liaison person is fully briefed and prepared
 - acknowledge support of other organisations
 - seeking advice from headquarters where appropriate
 - limiting comments on role of own service
 - relevant Federal and State legislation and regulations

- Liaising with the media*** may include
- print (local, community, daily newspapers, magazines)
 - television (live or pre-recorded)
 - radio (live or pre-recorded)

- Operational responsibilities*** may include
- preservation of life and property, which is the principal concern to all public safety personnel
 - presenting information relevant to the public

- Event*** may include
- long service to organisation
 - medal presentation
 - awarding of certificates
 - donations/sponsorships/fundraising
 - recruiting
 - new equipment
 - VIP visit
 - open day
 - training
 - unusual rescues
 - self help information

- Media's potential interest*** may include:
- enormous media event
 - standard report
 - human interest
 - in the public's interest

- Media's requirements*** may include:
- deadlines
 - capabilities

- visual and verbal requirements
- types of medium
- variation
- journalists
- amenities
- briefing area
- access to media liaison person
- bilingual personnel and bilingual information

Media may include:

- representatives from mainstream, community and ethnic television
- print and broadcast media

Organisational positive image may include:

- promote the relevance and efficiency of the service
- report the facts
- heroism of personnel
- organisational personnel are co-operative and responsive
- organisational personnel well presented
- handling media in most positive manner in even the most adverse conditions/circumstances

Media opportunity may include:

- opportunity to promote the services
- provide educational information to the public
- airplay

Relevant and succinct information may include:

- information that according to protocol is available for public release
- report facts and avoid speculation
- do not supply classified information
- use language that can be readily understood by all to avoid misinterpretation

Unit Sector(s)

Not applicable.