



Australian Government

Department of Education, Employment and Workplace Relations

PUADEFPR301B Identify material suitable for publication within Defence

Revision Number: 1

PUADEFPR301B Identify material suitable for publication within Defence

Modification History

Not applicable.

Unit Descriptor

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This unit covers the competency required to identify news, features or other journalistic material for Defence publications, such as services newspapers, magazines and Internet sites.

The reporter can identify a story through personal initiative or following direction from the editor or sub editor. Usually information comes from within the organisation, but occasionally material will be provided from external sources.

The reporter judges newsworthiness with limited supervision.

This competency is required by all Defence reporters.

Application of the Unit

Application of the Unit

The application of this unit in the workplace - the environments, complexities and situations involved - will be written during Phase II of the Review of the PUA00 Public Safety Training Package.

This text will be useful for the purposes of job descriptions, recruitment advice or job analysis; where possible, it will not be too job specific to allow other industries to import it into other Training Packages, where feasible.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite Unit/s Nil

Employability Skills Information

Employability Skills 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 Required Skills and Knowledge and/or the Range Statement. Assessment of performance is to be consistent with the Evidence Guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Identify/locate sources for potential stories	1.1 Up-to-date material about Defence issues and current affairs is obtained from a wide variety of sources, read and analysed 1.2 A network of contacts is maintained and engaged regularly 1.3 A library of professional publications is maintained 1.4 Trends in reader interests are identified and recorded 1.5 Information is assessed for newsworthiness and likely reader appeal
2. Identify relevant public affairs objectives	2.1 Public affairs objectives and constraints are identified and factored into planning 2.2 Client needs are identified and factored into planning
3. Establish likely story 'angle'	3.1 Relevant factors affecting research for stories are identified 3.2 An approach to the potential story is identified and clearance is obtained from the supervisor

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required Skills

- establish useful networks
- research
- sources, reads and critically evaluates background information
- makes notes from spoken and written sources
- command of language structures, registers, vocabulary and idiom required in conversational exchanges
- transcribes material accurately from oral to written text
- revises own writing and speaking to enhance meaning and effectiveness

Required Knowledge

- readers' and organisational interests
- the publication's definition of news
- the types of stories used in Defence publications
- constraints on using information (eg security requirements, conditions on reporting sensitive issues)
- defence issues
- current affairs issues
- a variety of writing genres
- the standard operating procedures of relevant public affairs organisations which influence parent organisation
- ADF public affairs objectives and the characteristics of Defence public affairs organisations
- Defence News Editorial Board guidelines
- Australian Journalists Association Code of Ethics
- relevant legislation

Evidence Guide

EVIDENCE GUIDE

EVIDENCE GUIDE

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

Assessment must confirm the ability to identify information that is newsworthy and suitable for Defence publications, through personal initiative or following direction from the editor or sub editor. Consequently the reporter must demonstrate an awareness of current affairs and Defence issues and apply communications ethics that are relevant to the audience and organisation.

Consistency in performance

Competency should be demonstrated in a range of actual or simulated environments by identifying a variety of Defence stories through various sources and networks.

Context of and specific resources for assessment

Context of assessment

Competency should be assessed in an office and under operational conditions, or in a simulated environment. Simulation should re-create realistic office and operational scenarios in a wide range of situations that may be encountered by the Defence reporter and should cover all of the critical aspects of evidence.

Practical assessment should be supported by targeted questioning to assess underpinning knowledge.

Specific resources for assessment

Access to local and national newspapers and professional publications.

Guidance information for assessment

Information that will assist or guide assessment will be written during Phase II of the Review of the PUA00 Public Safety Training Package.

Range Statement

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.

Network may include	Contacts within and external to the Australian Defence Force (ADF) who can supply information on events or initiatives of interest to readers of Defence publications
Newsworthiness may include	Information likely to appeal to readers because it is topical, different, unique or relevant to them
Public affairs objectives may include	Defence and ADF internal communications objectives The reasons why internal clients (such as commanders, headquarters or policy areas) want information communicated through Defence publications Publication objectives for communicating information
Story angle refers to	Stories being approached from a technical, generalist, niche audience or other perspective

Unit Sector(s)

Not applicable.

Corequisite Unit/s

Co-requisite Unit/s	PUADEFEQ001B Work with equity and diversity
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