



Australian Government

Department of Education, Employment and Workplace Relations

PUAPOLMG004A Manage media requirements

Revision Number: 3

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Modification History

PUAPOLMG004A Release 3:	Unit Descriptor revised.
PUAPOLMG004A Release 2:	Layout adjusted. No changes to content.
PUAPOLMG004A Release 1:	Primary release.

Unit Descriptor

This unit covers the competency required to develop a media strategy and to manage the media.

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

Application of the Unit

The application of this unit is relevant for search and rescue coordinators in relation to an incident/s requiring media involvement.

The application of this unit is also relevant for workplace personnel as part of their ongoing liaison with the media in accordance with organisational policies and procedures regarding communication with the media.

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. Assess scene and/or organisational requirements	1.1 Organisational protocols are followed when <i>liaising with the media</i> 1.2 Restricted and/or special access areas are clearly defined to media personnel to safeguard the operation and to prevent contamination of evidence where relevant 1.3 Media access to personnel/volunteers/victims/casualties is controlled as appropriate 1.4 Operational responsibilities and provision of information to media is assessed in accordance with organisational policies and procedures
2. Develop media strategy	2.1 Media plan is used to form the media strategy 2.2 Arrangements are made to meet media requirements in accordance with incident characteristics, current developments and organisational and legal requirements 2.3 Organisational media representative is selected and briefed according to availability, knowledge of incident, media presence and role played in the incident, as appropriate 2.4 Media briefing area is allocated with required resources where possible 2.5 Media cooperation is gained in order to coordinate information flow and to provide information to the public on matters of safety and public interest 2.6 Media strategy is changed at any time to suit operational demands and/or level of incident 2.7 Approval is gained for information releases where appropriate 2.8 Information briefing sessions and tours are scheduled at appropriate times in line with operational responsibilities and media requirements 2.9 Media personnel and VIP are provided with occupational health and safety clothing where appropriate
3. Provide information to media	3.1 Organisational protocols are followed when liaising with the media 3.2 Provision of current developments of incident by organisational media representative is ensured where appropriate 3.3 Interview and photo opportunities are scheduled and conducted to provide information where appropriate 3.4 Other organisations are consulted with at the

ELEMENT**PERFORMANCE CRITERIA**

- incident to ensure a consistent presentation of information to the media
- 3.5 Accurate records of media enquiries and interviews are maintained
- 3.6 Two-way communication process between organisation and media is maintained
- 4. Promote the organisation via the media**
- 4.1 Work and achievements of organisation, volunteer and/or other organisational personnel at incident are promoted to assist in maintaining morale and public profile
- 4.2 Professional standards of the organisation and support for victims and others affected by the incident are reflected through own demeanour and presentation where relevant

Required Skills and Knowledge

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

Required Skills

- attend to detail
- communicate facts in a fluent, clear and interesting manner
- conduct press conferences and group interviews
- liaise with media and other organisational personnel
- make media presentations
- retain professionalism under duress
- show empathy with victims and operational personnel
- undertake public speaking as required

Required Knowledge

- current practices for media liaison
- newsworthiness of information
- organisational and legal requirements relating to confidentiality, libel, accuracy, discrimination
- organisational policies and procedures (such as relevant legislation; operational, corporate and strategic plans; operational performance standards; operational policies and procedures; organisational personnel and occupational health and safety practices and guidelines; organisational quality standards; organisation's approach to environmental management and sustainability)
- requirements of different media: newspapers, magazines, radio, television
- requirements of local versus regional versus national media
- requirements of media to present information in a newsworthy/entertaining manner
- role of media in disseminating information

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the Performance Criteria, Required Skills and Knowledge, the Range Statement and the Assessment Guidelines for this Training Package.

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

Assessment must confirm the ability to:

- manage media to ensure integrity of information being disseminated

communicate organisation's message accurately and in a professional manner in accordance with relevant jurisdictional policies and procedures.

Consistency in performance

Competency should be demonstrated over time in a range of actual or simulated workplace environments.

Context of and specific resources for assessment

Context of assessment

Competency should be assessed in the workplace or an environment that closely resembles normal work practice and replicates the range of conditions likely to be encountered in the workplace, including coping with difficulties, irregularities and breakdowns in routine.

Specific resources for assessment

There are no specific resource requirements for this unit.

Method of assessment

In a public safety environment assessment is usually conducted via direct observation in a training environment or in the workplace via subject matter supervision and/or mentoring, which is typically recorded in a competency workbook.

Assessment is completed using appropriately qualified assessors who select the most appropriate method of assessment.

Assessment may occur in an operational environment or in an industry-approved simulated work environment.

Forms of assessment that are typically used include:

- direct observation
- interviewing the candidate
- journals and workplace documentation
- third party reports from supervisors
- written or oral questions.

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.

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| <p><i>Organisational protocols</i> may include:</p> | <ul style="list-style-type: none"> • Acknowledging support of other organisations • Ensuring media liaison person is fully briefed and prepared • Limiting comments on role of own service • Organisational policies and procedures • Personal presentation being as neat as possible considering the operational circumstances • Relevant federal and state/territory legislation and regulations • Seeking advice from headquarters where appropriate |
| <p><i>Liaising with the media</i> may include:</p> | <ul style="list-style-type: none"> • Electronic • Print (local, community, daily newspapers, magazines) • Radio (live or pre-recorded) • Relevant websites • Television (live or pre-recorded) |
| <p><i>Media requirements</i> may include:</p> | <ul style="list-style-type: none"> • Access for crew and equipment • Bilingual briefing • Community, commercial, government-owned media • Facsimiles • Food • Human interest interviews and stories • Individual requests from media personnel • Interviews with particular personnel • News angles • Newsworthiness • Onsite interviews • Photographic/film opportunities • Personal protective equipment • Power outlets • Print, radio, television • Shelter • Technical and other requirements of local, regional and national media • Technical, such as lighting and sound • Telephones |
| <p><i>Information which needs to</i></p> | <ul style="list-style-type: none"> • Danger zones |

be provided to the public may include:

- Emergency hotlines
- Evacuation details
- Facility closures
- Road closures
- Warnings
- Persons police are seeking to interview
- Public information/assurance

Organisational and legal requirements may include:

- Confidentiality
- Operational priorities
- Public safety
- Relating to occupational health and safety

Organisational requirements for press conferences may include:

- Currency of information
- Need for public assistance
- Operational requirements
- Policies and procedures

Unit Sector(s)

Not applicable.