

**Specification of Competency Standards**  
**for the Security Services Industry**  
**Unit of Competency**

Functional Area - Security Management

Title	Manage relationship with the media
Code	107644L4
Description	This unit of competency applies to security personnel at managerial level responsible for managing security services of an organisation. It covers the abilities to plan for and ensure adequate actions by security personnel in dealing with the media.
Level	4
Credit	4
Competency	<p>Performance Requirements</p> <p>1. Knowledge about the media:</p> <ul style="list-style-type: none"> <li>• Understand the organisation's policy and guidelines for media management</li> <li>• Understand the role of the media, i.e., to keep the public informed of incidents and issues</li> <li>• Understand various types of media and how they operate, including: <ul style="list-style-type: none"> <li>○ Press</li> <li>○ Radio</li> <li>○ Television</li> <li>○ Web-based media, etc.</li> </ul> </li> <li>• Understand the importance of maintaining a smooth and harmonious relationship with the media</li> <li>• Possess the people skills and communications skills in dealing with others</li> </ul> <p>2. Manage relationship with the media:</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Establish protocols with Public Relations about: <ul style="list-style-type: none"> <li>○ When and how to refer media enquiries to them</li> <li>○ When and how to call them out in an emergency</li> </ul> </li> <li>• Prepare (in consultation with management and Public Relations) for media communication as part of emergency preparedness and response: <ul style="list-style-type: none"> <li>○ Who will speak?</li> <li>○ Who needs to be informed?</li> <li>○ What is the objective of the communication?</li> <li>○ What is the message? (Note: Messages must be factual, honest, humane and on a need-to-know basis)</li> <li>○ What is the expected reaction?</li> <li>○ When and how to provide timely updates about changed situations?</li> </ul> </li> <li>• Prepare (in consultation with Public Relations) sample scripts for responding to media enquiries by security personnel</li> <li>• Determine (in consultation with management and Public Relations) about media zones, out-of-bound areas, media briefings, spokespersons to handle media enquiries, etc.</li> <li>• Train security personnel of their roles and responsibilities, plans, guidelines and procedures about media handling</li> <li>• Deal with the media during a security incident or an emergency <ul style="list-style-type: none"> <li>○ Determine potential areas and factors that may attract media attention</li> <li>○ Determine the need and options for setting up media zones</li> <li>○ Deploy measures and manpower resource to monitor the media</li> <li>○ Identify the media according to laid-down guidelines and procedures</li> <li>○ Respond to media enquiries as required and according to the pre-set scripts</li> <li>○ Call out Public Relations as required</li> <li>○ Provide Public Relations with essential facts and updates as required</li> </ul> </li> </ul>

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	<ul style="list-style-type: none"><li>○ Facilitate the work of the media, ensuring no interference to emergency response actions and no unauthorized access to out-of-bound areas</li><li>○ Facilitate media briefings</li><li>● Keep proper records of communications/encounters with the media</li><li>● Conduct post-incident reviews for continuous improvement</li></ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"><li>● Develop an adequate plan to deal with the media;</li><li>● Ensure that it will facilitate the work of the media as well as to ensure no interference with response actions and no unauthorized access to other out-of-bound areas of the organisation; and</li><li>● Ensure that security personnel know how to deal with the media and how to seek assistance and support from Public Relations, where necessary.</li></ul>
Remark	