

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

Functional Area - Emergency Management

Title	Manage the media during an emergency
Code	107833L4
Description	This unit of competency applies to security personnel responsible for emergency planning and response of an organisation. It covers the abilities to plan for and carry out adequate actions in dealing with the media during an emergency.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge about emergency management and the media:</p> <ul style="list-style-type: none"> • Understand the organisation's policy and guidelines for media management • Understand the role of the media, i.e., to keep the public informed of incidents and issues • Understand various types of media and how they operate, including: <ul style="list-style-type: none"> ○ Press ○ Radio ○ Television ○ Web-based media, etc. • Understand laws and regulations governing the operations of the media • Understand the importance of maintaining a smooth and harmonious relationship with the media • Possess the people skills and communications skills in dealing with others <p>2. Manage the media during an emergency:</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Establish protocols with Public Relations before an emergency about: <ul style="list-style-type: none"> ○ When and how to refer media enquiries to them ○ When and how to call them out in an emergency • Prepare (in consultation with management and Public Relations) for media communication: <ul style="list-style-type: none"> ○ Who will speak? ○ Who needs to be informed? ○ What is the objective of the communication? ○ What is the message? (Note: Messages must be factual, honest, humane and on a need-to-know basis) ○ What is the expected reaction? ○ When and how to provide timely updates about changed situations? • Prepare (in consultation with Public Relations) sample scripts for responding to media enquiries • Determine (in consultation with management and Public Relations) about media zones, out-of-bound areas, media briefings, spokespersons to handle media enquiries, etc. • Train personnel of their roles and responsibilities, plans, guidelines and procedures about media handling • Deal with the media during an emergency <ul style="list-style-type: none"> ○ Determine potential areas and factors that may attract media attention ○ Determine the need and options for setting up media zones ○ Deploy measures and manpower resource to monitor the media ○ Identify the media according to laid-down guidelines and procedures ○ Respond to media enquiries as required ○ Call out Public Relations as required

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	<ul style="list-style-type: none"> ○ Provide Public Relations with essential facts and updates as required ○ Facilitate the work of the media, ensuring no interference to emergency response actions and no unauthorized access to out-of-bound areas ○ Conduct media briefings, provide regular updates as well as post-incident briefings where relevant
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> ● Develop an adequate plan to deal with the media in an emergency; ● 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 ● Ensure that personnel know how to deal with the media and how to seek assistance and support from Public Relations, where necessary.
Remark	