

SFJJD101

Liaise with the media regarding operational traffic management



Overview

This standard is about liaising with the news media regarding operational traffic management affecting the road network. It includes gathering and validating information, such as that relating to traffic flow and the management of incidents, and communicating this to the relevant media in line with your level of authorisation and your organisation's procedures. It also includes monitoring the network and providing appropriate and accurate updates.

There is one element:

- 1 Liaise with the media regarding operational traffic management

Performance criteria

You must be able to:

- P1 gather all relevant information regarding road network management issues to be communicated to the media, taking the necessary actions to verify its accuracy
- P2 identify correctly the most appropriate media type(s) towards communicating the information to the relevant road-users
- P3 provide accurate and up to date information regarding network management issues to the relevant media, in line with your organisation's procedures
- P4 communicate only that information to the media which it is within your authority to provide, obtaining relevant authorisation where necessary, and maintaining confidentiality in line with your organisation's procedures
- P5 maintain regular monitoring of the network management issues which have been reported, identifying changes in their circumstances and the impact upon traffic flow, and provide relevant, regular and accurate updates to the media
- P6 maintain liaison, where appropriate, with relevant partners involved in addressing incidents and agree with them the information to be provided to the media
- P7 present information clearly, concisely and accurately, explaining technical terms and avoiding jargon
- P8 address all approaches for information from media representatives courteously and correctly
- P9 examine media reports for accuracy, and possible impact upon your organisation's reputation, and bring any reports which are inaccurate or may impact adversely to the attention of appropriate person(s) where necessary
- P10 maintain web and other media updates, where relevant, ensuring that these are accurate and up to date, in line with your organisation's procedures
- P11 act within your level of authority, referring any enquiries outside this level promptly to the relevant person(s)
- P12 maintain accurate, complete and up to date records of all communications with the media, in line with your organisation's procedures

Knowledge and understanding

You need to know and understand:

- K1 your organisation's procedures, including standards and performance indicators, relating to liaising with the media, and their impact for your area of operations
- K2 current legislation and organisational requirements relating to data management and protection relevant to your area of operations
- K3 your organisation's chain of command for communicating with the media, including who has authority for providing information in different circumstances
- K4 your levels of responsibility and authority relevant to liaising with the media, and the action to take should these be exceeded
- K5 the types of network management issues to be communicated to the media, including issues affecting traffic flow
- K6 the importance of the media in providing information regarding traffic flow and incidents to road-users and the wider communities
- K7 the different media types available to you towards providing information regarding network management issues, and how and when to liaise with them
- K8 the importance of providing accurate and up to date information, including verifying its content, and how to do this
- K9 the terminology to be used when communicating with the media
- K10 the timing and scheduling which affect the suitability of different media types when reporting management issues
- K11 your organisation's partners involved in dealing with incidents on the road network, their roles and responsibilities in communicating with the media, and the importance of liaising with them, and when and how to do this
- K12 the importance of maintaining accurate and up to date records of all communications with the media, and how to do this in line with your organisation's procedures

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