

40648 Prepare to work as a publicity assistant on a production or event

Kaupae Level	4
Whiwhinga Credit	10
Whāinga Purpose	<p>This skill standard is for people wanting to gain employment as a publicity assistant on a production or event in Aotearoa New Zealand.</p> <p>People who have completed this standard will have the knowledge and practical skills to support a production or event as a publicity assistant, and will be able to plan for photography on a production or event and demonstrate the skills required for the creation of an electronic press kit (EPK).</p>

Hua o te ako me Paearu aromatawai | Learning outcomes and assessment criteria

Hua o te ako Learning outcomes	Paearu aromatawai Assessment criteria
1. Prepare for stills photography on a production or event.	<ul style="list-style-type: none"> a. Identify key times for stills photography and an EPK from a callsheet. b. Create a brief for stills photography including required key coverage. c. Determine key contacts to liaise with to organise capture of gallery stills. d. Produce a press release and select photography for a production or event.
2. Prepare to create an EPK.	<ul style="list-style-type: none"> a. Use interview techniques to extract key messages about a production or event. b. Identify file formats and video codecs for final delivery of EPK for a production or event. c. Use camera, video and audio equipment for EPK.

Pārongo aromatawai me te taumata paearu | Assessment information and grade criteria

Assessment specifications:

This standard may be delivered and assessed in either a workplace or classroom/workshop.

Production or event may include screen production, theatre production, corporate event, festivals.

Ngā momo whiwhinga | Grades available

Achieved

Ihirangi waitohu | Indicative content

- Introduction to the role:
 - Role of publicity assistant
 - Key Relationships – e.g. working with production department, producers, AD team, cast, talent, photographers, videographers, external media
 - Liaison and collaboration.
- Documentation: call sheets, scripts, schedules, one liners, talent lists, briefs, timetables.
- Communication with cast, crew and external stakeholders, specific to role.
- Etiquette – professionalism, respect for others and their equipment, silence on set, phone use, punctuality, interaction with talent, confidentiality, attitude, organisation, movement around set/production.
- Organising, planning day/time management.
- Preparation – reading script, ascertaining key moments for stills photography.
- Creating briefs for photographers, EPK operators.
- Communicating the plan to the wider production.
- Press releases – facilitation.
- Interviewing – scheduling and implementing.
- Engagement with local press/media.
- Gallery shoot/stills – organising.
- Fundamental technical skills – camera, video, audio.
- File formats, video codecs used for EPK – overview.
- Press kit (written) – creating.
- Health and safety protocols.
- Problem solving.

Rauemi | Resources

- Health and Safety at Work Act 2015 available from <https://www.legislation.govt.nz/act/public/2015/0070/latest/DLM5976660.html>.
- Screen Industry Workers Act 2022 available from <https://www.legislation.govt.nz/act/public/2022/0052/latest/LMS230343.html>.
- The Screen Guild Blue Book available from <https://www.screenguild.co.nz/crew-zone/resources/the-blue-book-2023>.
- Other relevant guidelines available from <https://www.screensafe.co.nz/guideline-categories/all-guidelines>.

Pārongo Whakaū Kouna | Quality assurance information

Ngā rōpū whakatau-paerewa Standard Setting Body	Toi Mai Workforce Development Council
Whakaritenga Rārangi Paetae Aromatawai DASS classification	Arts and Crafts > Screen > Screen Industry Skills
Ko te tohutoro ki ngā Whakaritenga i te Whakamanatanga me te Whakaōritenga CMR	0099

Hātepe Process	Putanga Version	Rā whakaputa Review Date	Rā whakamutunga mō te aromatawai Last date for assessment
Rēhitatanga Registration	1	27 February 2025	N/A
Kōrero whakakapinga Replacement information	N/A		
Rā arotake Planned review date	31 December 2029		

Please contact Toi Mai Workforce Development Council at qualifications@toimai.nz to suggest changes to the content of this skill standard.