

## 40649 Work as a publicity assistant on a production or event

<b>Kaupae   Level</b>	4
<b>Whiwhinga   Credit</b>	20
<b>Whāinga   Purpose</b>	<p>This skill standard is for people working as a publicity assistant on a production or event.</p> <p>People will communicate publicity requirements and arrange and contribute to the creation of an electronic press kit (EPK) for a production or event.</p>

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

<b>Hua o te ako   Learning outcomes</b>	<b>Paearu aromatawai   Assessment criteria</b>
1. Work as a publicity assistant on a production or event.	<ul style="list-style-type: none"> <li>a. Communicate publicity requirements to a range of stakeholders.</li> <li>b. Identify key locations for an EPK and stills photography and liaise with key stakeholders to arrange access.</li> <li>c. Create positive relationships with key talent to execute publicity requirements.</li> <li>d. Write biographies for lead talent or key participants.</li> <li>e. Follow health and safety protocols in accordance with department requirements and the daily safety briefing.</li> <li>f. Use appropriate communication and etiquette with cast, crew and external parties.</li> </ul>
2. Carry out an interview with lead talent or key participant on a production or event.	<ul style="list-style-type: none"> <li>a. Write a series of EPK interview questions for the lead talent or key participant.</li> <li>b. Carry out an EPK interview with talent or key participant.</li> </ul>

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

Assessment specifications:

It is recommended learners have completed skill standard 40648 *Prepare to work as a publicity assistant on a production or event* or have equivalent knowledge and skills, prior to starting this standard.

Evidence for achievement of this standard must be collected on a real production or event and may include naturally occurring evidence. Assessment methods may include observation and verification.

For assessment criterion 1d – Five biographies required, minimum of 300 words per biography.

**Ngā momo whiwhinga | Grades available**

Achieved

**Ihirangi waitohu | Indicative content**

- 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.
- Etiquette and communication with cast, crew and external stakeholders.
- Organising, planning day/time management.
- Preparation – reading script, ascertaining key moments for stills photography.
- Creating briefs for photographers, EPK operators.
- Writing - biographies
- Communicating the plan to the wider production.
- Press releases – facilitation.
- Interviewing – scheduling and implementing.
- Engagement with local press/media.
- Gallery shoot/stills – organising.
- Press kit (written) – creating.
- Health and safety protocols.
- Problem solving.

**Rauemi | Resources**

- Health and Safety at Work Act 2015 and subsequent amendments;
- Other relevant guidelines available from <https://www.screensafe.co.nz/guideline-categories/all-guidelines>.

**Pārongo Whakaū Kouna | Quality assurance information**

<b>Ngā rōpū whakatau-paerewa  </b> Standard Setting Body	Toi Mai Workforce Development Council
<b>Whakaritenga Rārangi Paetae Aromatawai  </b> DASS classification	Arts and Crafts > Screen > Screen Industry Skills
<b>Ko te tohutoro ki ngā Whakaritenga i te Whakamanatanga me te Whakaōritenga  </b> 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](mailto:qualifications@toimai.nz) to suggest changes to the content of this skill standard.