



Clarence Childhood Services Association Inc.
trading as
Clarence Family Day Care

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Issue: 4
Date: 11.10.2016
Review Date: 11.10.2018
Links to National Standards: 7.1.1

MEDIA POLICY

AIM:

To ensure appropriate and authorised dialogue with the media so that reporting of matters relating to the service is accurate and in the best interests of the service.

RATIONALE:

From time to time Clarence Family Day Care educators and coordination unit staff can expect to be contacted by media representatives seeking comment or information as a consequence of situations or events that create media interest. The scheme needs clear policies, procedures and practices in place so that media enquiries are managed to the best advantage of the scheme's stakeholders.

POLICY:

The scheme advises and raises the awareness of educators and coordination unit staff of the existence of the media policy. In the event of a situation which attracts attention in the print or electronic media, educators and coordination unit staff will refer to and abide by the media policy.

The scheme has nominated spokesperson/s or delegates available to respond to media enquiries.

The scheme attempts to ensure that other team members are aware that only the nominated spokesperson or their delegate is authorised to respond to media enquiries.

Whenever possible, media responses will be issued in the form of a media release.

The nominated media spokesperson may undertake appropriate training to assist in the professional management of sensitive events.

The nominated media spokesperson will attempt to work towards establishing and maintaining contacts at the various local media outlets for media releases.

PROCEDURES:

The nominated media spokesperson for Clarence Family Day Care is the scheme manager.

The scheme manager may nominate the nominated supervisor or a delegate to act as the media spokesperson in the event that the scheme manager is not available for comment.

Wherever possible all responses to media requests for information will be in the form of a documented media release.