



## **MEDIA POLICY**

### **PURPOSE**

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. This policy gives clear guidelines on who, as a representative of Clarence Family Day Care, is to provide media responses.

### **SCOPE**

This policy applies to the approved provider, manager, staff, educators, educator assistants, students and volunteers of Clarence Family Day Care.

### **POLICY**

Clarence FDC Service 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.

### **PROCEDURE**

The nominated media spokesperson for Clarence Family Day Care is the Manager Clarence Childhood Services Association Inc (CCSA Inc).

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

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

### **NATIONAL QUALITY FRAMEWORK**

<b>EDUCATION AND CARE SERVICES NATIONAL REGULATIONS</b>	<b>NATIONAL QUALITY AREA</b>	<b>NATIONAL QUALITY ELEMENT/STANDARD</b>
NA	6	6.1.3
	7	7.1.2, 7.1.3

### **REFERENCE & RELATED INFORMATION**

- National Quality Standards