



NSWRL Blue Shield: Media Policy Template

St Christopher's JRLFC Media & Communications Policy

As at January 01, 2020

1. Overview

The St Christopher's JRLFC Media Policy details processes through which St Christopher's JRLFC staff and volunteers (including Board of Directors, players, coaches and officials) are aware of the processes and understand their obligations when representing the organisation to any form of media in a variety of circumstances.

In accordance with this Policy, media agencies and those employed by media agencies should have an understanding of the processes which are designed to ensure the St Christopher's JRLFC and media agencies can collaborate effectively and efficiently.

The Media and Communications Officer of the St Christopher's JRLFC will ensure the organisation's media commitments, responsibilities and special requests are managed with equal consistency.

1.1 Purpose

The Media Policy ensures all internal and external (including media) parties are aware of the procedures of the St Christopher's JRLFC when it comes to making a request for public comment for television, radio, print and internet mediums.

It has been developed to ensure consistency and accuracy of the message/ information provided to the media; and to ensure all media requests are treated equitably and in a timely manner that allows deadlines to be met where possible.

2. Process

St Christopher's JRLFC intends to deliver desirable, streamlined outcomes for all parties by conducting all media liaison via a central point of contact.

Therefore, all media requests are to be directed to the Media and Communications Officer, which will recommend the appropriate spokesperson and manage the process. All NSWRL JRL Clubs are bound by the NSWRL Junior Rugby League Policies and Procedures Manual, and all external Media Enquiries should be referred on to the NSWRL Head of Public Affairs and communicated to the NSWRL Community Football Unit.

The Media and Communications Officer reserves the right to refuse a request if the appropriate *channels are not followed*.

The Media and Communications Officer will be available to make comment on the following:

- *General information*
- *Promotional activities*
- *St Christopher's JRLFC Events.*

The Media and Communications Officer will also delegate media requests on the following issues where appropriate:

- *Club/ State League matters*
- *Football – Competitions, Pathways Programs and Participation*
- *Commercial*
- *Critical Incidents (refer Crisis Management documents).*



Media Communication

2.1 Media Releases/ Updates

The St Christopher's JRLFC will issue media releases as required via the St Christopher's JRLFC email database.

2.2 Media Requests

All requests for interviews should go through the Media and Communications Department in the first instance.

2.3 Issues

All issues will be dealt with in a timely manner.

Please refer to the NSWRL Crisis Management documents for correct procedure and protocol.

3. Media Contacts

All media enquiries should be directed to:

Chris Zanbaka

Secretary/Media and Communications Officer

Phone: 0414 818 036

Email: info@stchristophers.com.au