

Media Policy

Last Review Date	1 December 2014
Next Review Date	1 December 2016
Approved by	Deputy Chief Executive, Corporate Services; December 2014
Responsible Manager	National Manager Communications

Purpose

The purpose of this policy is to clearly outline how media activity is managed within the Department of Corrections ('the Department').

Policy Statement

A framework for media management supports the strategic and proactive use of the media and effective management of media issues towards achieving the Department's objectives.

Scope

This policy applies to all employees of the Department, including contractors, with or without delegated Media authority.

Principles

Employees must follow the procedures and guidelines set out in the Media policy when engaging with media.

The key to effective media management is central coordination of all media activity. All media interviews, coverage and proactive media engagement is to be co-ordinated through the Communications Media team, within Corporate Services. This ensures the Department's position on issues is clearly and consistently presented and that professional advice and resources are available to support the implementation of the Department's media policy.

The Media team works with the four Regional Communications Advisers to facilitate media activity and agree joint responses and joint strategies for media activity.

The Ministerial team has authority to respond in writing to Official Information Requests, but not to speak to media.

Requirements

- The Communications team must be contacted in advance of any media activity
- Media training should be completed prior to exercising media delegations – including temporary permissions
- Only the Deputy Chief Executive Corporate Services and Chief Executive may assign media delegations to roles
- Temporary permission may be provided by the National Communications Manager to non-delegates for a specific interview with a specific journalist and company. A Media Temporary Approval permission form must be completed. The temporary permissions list is held by the Principal Advisor Media
- Only positions that are charged with the responsibilities to support the Department for its external communications will have Media Delegations.

Responsibilities

Person/Party	Responsibilities
Deputy Chief Executive, Corporate Services	Policy owner.
National Communications Manager	Responsible for management of policy. Has strategic oversight of all media coverage. Permits staff temporary permission to communicate with media.
Principal Media Advisor	Has tactical and strategic oversight of all media coverage.
Media Advisers in Head Office and Regional Communications Advisers.	Have tactical responsibility for all pro-active and reactive media coverage.

Definitions

Word/phrase	Definition
Media	All TV, internet, newspaper/print, radio and social media coverage of Corrections' work..

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