

## Media

The content of this policy has been adopted from the Department of Industry policy TIA137, authorised by the Secretary on 24/11/2017. The words in blue text are the LLS additions to this policy.

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LLS CONTENT APPROVED BY	LLS BOARD CHAIR	APPROVED DATE	11/10/2018
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STEWARD	DIRECTOR CORPORATE OPERATIONS	ISSUED DATE	25/10/2018
CATEGORY	PEOPLE, ETHICS AND CONDUCT	REVIEW DATE	25/10/2021

### Purpose

This policy sets protocols for dealing with the media and responding to media enquiries across [Local Land Services](#).

Communicating with the media informs the public of the work and policies of [LLS](#) and is important to achieving our strategic objectives.

### Scope

It is essential that everyone working in LLS does so in ways that demonstrate integrity, service and accountability, and build public trust in our work and organization. This policy is part of a suite of policies that demonstrates ethical conduct in our workplace.

This policy applies to all [business units, regions](#) and offices of [LLS, including Sustainable Land Management and Soil Conservation Service](#). It applies to all ongoing/term/casual/temporary/seconded employees and private contractors/consultants who may interact with the media within [LLS's](#) areas of responsibility. It applies to all forms of media interaction, including verbal, written or electronic (other than social media which must be done in accordance with the social media policy).

It does not apply to emergency event response (e.g. animal disease, foodborne outbreak, flood or fire). In the event of an emergency, standard emergency management practices are invoked.

### Policy

1. *Initiating contact with the media.* You must not initiate contact with the media unless authorised by a delegated officer.
2. *Approval:* You must direct any media enquiries to your relevant media [officer](#) to ensure that the [agency's](#) response is accurate, coordinated, consistent and in accordance with the Code of Conduct. You must not attempt to respond to the enquiry under any circumstances without approval from your relevant [communications officer or senior executive](#).
3. *Media releases:* All [Local Land Services](#) media releases, or joint releases mentioning the [LLS](#) or its [regions](#), must be approved by the [appropriate senior executive or if contentious the LLS Director of Corporate Operations](#) (or delegate) and [where relevant the LLS CEO](#) (or delegate) and must be issued by the relevant [communications officer](#). The relevant logo should be included on the media release as per branding guidelines.

4. *Ministerial workflow:* Any draft media material prepared for a minister's office is to be provided via the relevant [communications officer](#).
5. *Media interviews:* Only spokespeople approved by the [appropriate senior executive or if contentious the LLS Director of Corporate Operations](#) are permitted to speak to or be interviewed by media outlets.
6. *Operational matters:* Where professional officers are requested to provide comment directly on operational matters, they are able to respond to requests within their acknowledged area of professional expertise, after consultation with the relevant [communications officer](#).
7. *Public information, public speaking and events:* Where issues of significant public interest or government policy are to be discussed in a public forum, employees must inform the [LLS Director of Corporate Operations](#) and submit any presentations or written information to approving officers at least one week prior to the event, including any information on potential contentious issues. Examples of contentious issues include court cases, ongoing public criticism of an issue, protests, conflict between stakeholders, complaints, exotic or emerging plant and animal diseases and issues that involve other government departments. [Contentious issues are described in the LLS Ministerial protocols](#). Alternatively, if in unforeseen circumstances, media has attended an event where comments or a presentation from an employee has been made, employees must advise the [LLS Director of Corporate Operations](#) as soon as possible.
8. *Integrity:* Employees are to present the policies and decisions of the department and the government of the day in an impartial manner. Media requests for information must be responded to with honesty, accuracy and in a prompt manner via the relevant media team.

## Procedures

The code of conduct outlines protocols for staff dealing with commenting publicly on the work of [LLS](#).

## Roles and responsibilities

*Relevant [communications officers](#):*

- responsible for all interaction with the media [with the exception of statewide or contentious issues](#)
- responsible for drafting all media releases and obtaining relevant executive or ministerial approval to issue releases
- can advise and assist staff in responding to requests for information and the formulation of pro- active media and communications opportunities/campaigns

*Approved spokespeople:*

- can interact with media on issues approved by the relevant [senior executive](#)
- are encouraged to participate in media training as organised by the relevant [communications officer](#)

*Employees:*

- must direct any media enquiries to the relevant [communications officer](#)
- must raise any potential media issues with their relevant [communications officer](#)
- must seek approval to undertake public speaking engagements prior to accepting any invitation
- must comply with code of conduct when dealing with the media and when undertaking any public speaking engagements
- are encouraged to contact their relevant [communications officer](#) with opportunities for pro- active/ positive media stories

*Policy Steward*

- [LLS Policy Steward](#). Oversight the effectiveness of the application of the policy across the agency, and report to the relevant Board Committee in line with the board committee charters, to enable them to monitor policy effectiveness.
  - [Director Corporate Operations, Local Land Services](#)

## Approvals

- 1) media spokespeople
  - [Senior Executive or if contentious the LLS Director of Corporate Operations](#) (or delegate)
- 2) public speaking
  - [Senior Executive or if contentious the LLS Director of Corporate Operations](#) (or delegate)
- 2) media releases and responses to media enquiries, content and distribution:
  - [Senior Executive or if contentious the LLS Director of Corporate Operations](#) (or delegate)
  - [LLS Chief Executive Officer](#) (or delegate)
- 3) initiating contact with the media
  - [Senior Executive or if contentious the LLS Director of Corporate Operations](#) (or delegate)

## Legislation

Nil

## Related policies

- Code of Conduct
- Social media
- Publishing
- Sponsorship

## Other related documents

- Media policy delegations
- [Ministerial protocols](#)

## Definitions

**Media:** Organisations that prepare or disseminate mass media information, including reporters, journalists and researchers working for or on behalf of such organisations.

**Significant issue:** Any local, state, or national issue that can be expected to generate substantial media interest.

**Operational issues:** Routine, non-contentious matters that do not involve comment on government policy.

**Public speaking:** In the context of this policy, 'public speaking' refers to presentations, participation on panels or other public facing activities undertaken by [LLS](#) staff at major public events for example conferences and large public meetings at which media may either be present or which may generate media interest.

'Public speaking' does NOT include regular staff meetings with stakeholders, meetings or events held under Chatham House rules, business-as-usual meetings.

If staff are unclear on the application of this policy to a meeting or event, a simple litmus test would be 'is the material I am presenting contentious and/or likely to attract media interest'. If the answer is not a definitive NO then staff are advised to adopt this policy."

## Superseded documents

- Dealing with the media A-002
- Media Policy - NSW Office of Water 2009

## Revision history

POLICY NUMBER: TI-A-137	VERSION: 4.0
AUTHORISED BY: Secretary	AUTHORISED DATE: 24/11/2017
ISSUED BY: Communication & Engagement (C&E)	EFFECTIVE DATE: 24/11/2017
CATEGORY: Information and Communication	REVIEW DATE: 01/12/2018

Version	Date issued	Notes	By
1.0	27/07/2012	New policy developed for new Trade & Investment structure	Manager, Corporate Communications
2.0	07/04/2014	Scheduled policy review	Principal Communications Officer
3.0	24/03/2016	Administrative amendments made to reflect new organisational structure	Communications Officer
4.0	24/11/17	Revision of delegations and inclusion of public speaking	Director, Media

### Contact

[LLS Team Leader](#) - Communication & Engagement, [State Operations](#)