

BANKSTOWN SPORTS JUNIOR RUGBY LEAGUE Media & Communications Policy

As at 23 APRIL 2020

1. Overview

The Bankstown Sports JRL Media Policy details processes through which Bankstown Sports JRL 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 Bankstown Sports JRL and media agencies can collaborate effectively and efficiently.

The Media and Communications Officer of the Bankstown Sports JRL 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 Bankstown Sports JRL 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

Bankstown Sports JRL 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*
- *Bankstown Sports JRL 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 Bankstown Sports JRL will issue media releases as required via the Bankstown Sports JRL 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:

Yasmin Harris

Media and Communications Officer

Phone 0420 986 641

Email bsjrl@hotmail.com.au