

ADMINISTRATION – MEDIA ENQUIRIES

POLICY

The aim of adopting a specific media policy is to ensure Family Day Care presents a consistent, accurate and positive message that is in the best interests of the community and organisation. To achieve this, media responses should be made by the person who is responsible for the service and has intimate knowledge of the topic and issues involved.

PROCEDURE

Media Enquiries

It is the protocol of Family Day Care that all calls or requests from media, whether it is print, television or radio journalists, should be diverted to the Co-ordinator, Mt Alexander Family Day Care. This process will ensure that all the appropriate information is provided to the media. Often answering enquiries about complex issues requires input from a number of areas and the Co-ordinator can judge what is appropriate information to provide considering the background to the issue, what others have already provided and whether it is the right time to provide a particular comment.

It is the Scheme's policy that at all times only the Co-ordinator and Committee Members may respond directly to the media or have comments attributed. The exception to this is in regard to feature articles and or regular feature spots, where staff are invited to speak to the media about a very specific project or service in detail, and this is organised by the Co-ordinator with plenty of notice given to the staff member to prepare.

If educators, staff or clients are directly contacted by the Media

- If Educators, staff members or Family Day Care families are directly contacted by the media, it is advisable for them to explain to the media that this information can not be discussed and they would need to contact the Co-ordinator on 5472 3665.
- If the media officer continues to ask questions, the Educator/parent/staff should decline to answer and again ask them to contact the Co-ordinator.
- If the Co-ordinator is contacted by the media, s/he will then respond to the enquiry following the procedures mentioned above.

Educators, staff and Family Day Care families will be informed about relevant media issues and opportunities facing the service, to ascertain that there are no surprises for them on the radio, television news or in the newspaper the next morning.

Photographs

- If Educators or staff want to take photographs of Family Day Care children for events or media related items; written permission is to be gained from the parent/guardian. Parents must be informed about the date photos are being taken, the purpose of the photographs taken and how the photographs will be used. This permission form is to be kept in the children's file at the Coordination Unit.
- Photos of day-to-day activities may be taken as long as they are only displayed in the FDC home, or used by the Educator in a portfolio.

Source: Ballarat City Council's Media Policy

Reviewed February 2006, August 2008, July 2009, July 2012