



Department of  
**Education**

## **MEDIA LIAISON GUIDELINES**

EFFECTIVE: 10 AUGUST 2016

## CONTENTS

1	BACKGROUND .....	3
2	SCOPE .....	3
3	GUIDELINES .....	3
	3.1 MEDIA ENQUIRIES.....	3
	3.2 AFTER-HOURS MEDIA ENQUIRIES OR EMERGENCIES.....	4
4	RELATED DOCUMENTS.....	4
5	CONTACT INFORMATION.....	4

## 1 BACKGROUND

The Media Unit in Corporate Communications and Marketing is responsible for coordinating the Department of Education's liaison with the news media.

Senior members of the unit have worked as journalists, have built strong professional relationships with news organisations and have specialist skills in managing media matters.

The Media Unit assists with media enquiries and helps prepare staff who may need to respond to, or be interviewed by, the media.

## 2 SCOPE

These guidelines apply to all Department staff and are consistent with Public Sector Commission instructions and Department policies and codes (see Related Documents).

## 3 GUIDELINES

### 3.1 MEDIA ENQUIRIES

If contacted by the media for information, comment or clarification, before making any comments staff should promptly:

- telephone the Media Unit on 9264 5821 for advice on how to proceed; and
- if advised by the Media Unit, contact their line manager for approval to make comment.

Staff seeking media coverage should telephone the Media Unit on how to proceed.

It is the responsibility of each member of staff to:

- respond accurately, honestly and promptly within their area of competence and/or designated authority when designated as a media spokesperson for specified matters or subjects;
- avoid providing personal opinions that could damage the credibility and/or reputation of schools, of public education in Western Australia, Department of Education, Government of the day, any individual or political party;
- avoid speculating on future policy directions, and not prolong unnecessary debate on policy directions or actions taken; and
- refer any matter that is controversial, political or of Statewide interest to their line manager and the Media Unit.

### 3.2 AFTER-HOURS MEDIA ENQUIRIES OR EMERGENCIES

The Media Unit operates an after-hours media response service for urgent, breaking news stories. The Media Unit can also provide advice to staff who are contacted by journalists out of hours on controversial or emergency matters that require immediate media response.

Most after-hours media enquiries from journalists come directly to the Media Unit. Enquiries received directly by staff should be referred to the Media Unit to coordinate responses.

On a rostered basis, a senior member of the Media Unit is available to return to duty and respond to urgent media matters after-hours and can be telephoned on 9264 5821.

## 4 RELATED DOCUMENTS

[Public Sector Commission: Administrative Instruction 102 – Official Communications](#)

[Public Sector Commission: Administrative Instruction 711 – Official Information](#)

[Public Sector Commission: Administrative Instruction 728 – Media & Public Communications](#)

[Department of Education: Code of Conduct](#)

[Department of Education: How to Comply with our Code of Conduct](#)

## 5 CONTACT INFORMATION

T: 9264 5821 (all hours contact telephone number for any member of the Media Unit)

E: [media@education.wa.edu.au](mailto:media@education.wa.edu.au) (not monitored after-hours)

### SENIOR MEDIA STAFF

Liz di Giovanni, Manager, Media and Communications

Maria D'Agostino, Principal Media Coordinator

Emma Jones, Senior Media Officer