

**NORTHERN
FOOTBALL LEAGUE
INCORPORATED**



**SCHEDULE 18:
MEDIA POLICY**

**Adopted
September 2010**

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MEDIA POLICY

1. INTRODUCTION

The media provides an important platform for the Northern Football League to promote its achievements. To maximise media impact, it is essential that the NFL builds and maintains relationships with local, state and national media agencies.

This Media Policy provides a framework for interaction with the media. It is supported by the Northern Football League's Media Procedures and should be read in conjunction with that document.

2. POLICY SCOPE

This policy applies to all forms of verbal and written correspondence to the media including: off the record comments, anonymous comments, public speaking engagements and media releases.

3. POLICY INTENT

This policy provides a framework for comments, statements, and media releases by the Northern Football League and the participating Clubs of the Northern Football League, that have the potential to reach the larger community via the media outlets.

The Chief Executive Officer of the Northern Football League is the nominated authorised person to speak to media outlets on behalf of the Northern Football League. The Northern Football League Board may authorise other persons from time to time to speak to media outlets on behalf of the Northern Football League.

Northern Football League stakeholders are actively encouraged to liaise with media outlets to promote their achievements be it a club, player, official, volunteer, or umpire related matter. In doing so, it is imperative to maintain an appropriate spirit and tone to the communication. The Northern Football League is to be advised of any such dealings and where possible, provided with a copy of the intended release.

4. MEDIA ENQUIRIES

Anytime the media makes enquires to stakeholders or the Northern Football League about matters which may have a negative impact on the Northern Football League operations, those enquires are to be directed to the League's Chief Executive Officer. As the Northern Football Leagues nominated spokesperson, the Chief Executive Officer will respond directly or designate another party to serve as spokesperson for such requests. If the Chief Executive Officer is not available, enquires should be referred to the NFL Board Chairman.

5. ESSENTIAL SUPPORTING DOCUMENTS

Any comments or statements made to the media, either written or verbal, should be done in the context of the Northern Football League's Rules, By-Laws and Schedules. These include:

- i. Rule 39 of the NFL By-Laws – Unauthorised Media Statements;
- ii. Schedule 17 – Northern Football League Codes of Conduct.

6. ENGAGING THE MEDIA

The League through the Chief Executive Officer will endeavour to foster a positive relationship with the media by:

- i. Identifying positive stories and issuing media releases on a weekly basis.
- ii. Identifying opportunities to work in partnership with the media on joint initiatives such as:
 - Local rising star awards;
 - Goal kicking and best & fairest awards.

7. CONCLUSION

The Northern Football League encourages the use of media and associated services in an appropriate manner as a means of providing an efficient and effective means of communication to the public on the operations of the competition.