

ACT Public Service Media Communications and Engagement Guidance

Handling/checklist	Approvals
<p>Media requests (including request for interview)</p> <ul style="list-style-type: none">• All media requests, enquiries and requests for interviews must be received or passed on to a Directorate Media Adviser or to the Directorate Communications team to manage. If applicable, ensure a deadline has been confirmed and ask that the request be put in writing to avoid any misunderstanding.• Upon receiving a media request the Directorate Media Adviser or nominated individual from the Directorate’s Communication team must:<ul style="list-style-type: none">• alert the relevant Minister’s Office of the media request and, if necessary, agree on an approach;• prepare the response (including talking points if required) in consultation with the relevant line area(s);• submit the outcome and key messages as part of the Directorate’s Daily Media Issues email to CMTEDDCommsNetwork@act.gov.au by 4:30pm on the day the media enquiry is received; and• for any media enquiry that is Whole of Government in nature: alert the Chief Minister, Treasury and Economic Development Directorate (CMTEDD) Media team as soon as possible.• It is the responsibility of the Directorate Media Adviser or nominated individual from the Directorate’s Communication	<ul style="list-style-type: none">• Line area(s) endorse response (including talking points if required) within required deadline.• Final response (including talking points if required) are then approved by:<ul style="list-style-type: none">• Executive responsible for Communications in the Directorate;• A Deputy Director-General or Director-General (or appropriate executive as per agreed directorate protocols).• Relevant Minister, facilitated through the Minister’s Media Advisor.• The approvals process outlined above should also be followed for requests for interviews by directorate officials.

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	<p>team to check whether the media request could give rise to any legal privilege, privacy, or Freedom of Information implications.</p>	
<p>Media releases</p>	<ul style="list-style-type: none"> • All media releases are to be managed by, or prepared in consultation with, a Directorate Media Adviser or by the Directorate Communications team. • All media releases drafted by the Directorate Media Adviser or nominated individual from the Directorate’s Communications team, and reviewed in consultation with appropriate line area(s). • It is the responsibility of the Directorate Media Adviser or nominated individual from the Directorate’s Communication team to check whether the media release could give rise to any legal privilege, privacy, or Freedom of Information implications. 	<p>All media releases must be approved by:</p> <ul style="list-style-type: none"> • Director of relevant line area(s); • Executive responsible for Communications in the Directorate; • Director-General (or appropriate executive as per agreed directorate protocols); and • Relevant Minister, via Media Advisors.
<p>Speaking at Public Forums</p>	<p>General, topical or contentious public speaking appearances and presentations</p> <ul style="list-style-type: none"> • General, topical or contentious public speaking appearances/presentations are to be managed in consultation with the Directorate Communications team. • If needed, talking points are drafted by the line area in consultation with the Directorate Communications team. • Presentations must be prepared in line with the ACT Government Design and Brand Guidelines: http://shareservices/ACTGovt/Branding/downloads.html • If the appearance is Whole of Government in nature, please 	<p>General, topical or contentious public speaking appearances/presentations must be endorsed by the Executive responsible for Communications in the Directorate.</p> <ul style="list-style-type: none"> • Speaking points should be prepared in consultation with the Directorate Communications team and be approved by: <ul style="list-style-type: none"> • Director/Executive Director of the relevant line area(s); and • Director-General (or Deputy Director-General if delegated).

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alert the CMTEDD Communications team:
CMTEDDCommsNetwork@act.gov.au.

- It is the responsibility of the Directorate Media Adviser or nominated individual from the Directorate's Communication team to check whether the public speaking appearance/presentation could give rise to any legal privilege, privacy, or Freedom of Information implications.

Where relevant, speaking points and presentations should be endorsed by the relevant Minister via Media Advisors.

Highly technical public speaking appearances and presentations

- Highly technical public speaking appearances/presentations are to be managed by the relevant line area.
- Presentations must be prepared in line with the ACT Government Design and Brand Guidelines:
<http://sharedservices/ACTGovt/Branding/downloads.html>
- It is the responsibility of the line area to check whether the public speaking appearance/presentation could give rise to any legal privilege, privacy, or Freedom of Information implications.

- Speaking points and presentations should be prepared by the relevant line area and approved by the Director/Executive Director of that line area.

Where relevant, speaking points and presentations should be endorsed by the relevant Minister via Media Advisors.