



LRLF MEDIA PROTOCOL

Purpose of this document

This document identifies the sign off process for media interviews and releases related to LRLF operations or policy. Any release or interview bearing the LRLF logo is required to adhere to this protocol.

General Principles

The LRLF Media function will be to accurately inform all stakeholders – internal and external – about the activities of the Federation and its Members and to promote Rugby League internationally and globally.

Member clubs and university teams will retain autonomy over their media policy and releases but any statement or policy which contains matters relating to Lebanese Rugby League as opposed to domestic competitions should be copied to the LRLF Media Officer. The LRLF Media Officer will co-ordinate and support Members and Stakeholders in promoting their events and activities.

The LRLF Media output will be co-ordinated across the website, social media and official releases via a central distribution system. It will use the Website as the main source of official communication and social media to promote a broad base of following and interest in the sport.

The LRLF Media team will source information via the network of professional and volunteer media officers based with Members and in the University as well as directly from the Board and LRLF Staff and associates.

Information will be distributed as the primary source for LRLF specific information and supportive source for Player or Member specific announcements.

Key Messages

All media releases and interviews will attempt to include the following key messages:

- Reference the federation in Beirut and the local championships, the LRL club competition, the two-division College RL and the Schools RL two regions (Beirut and North Lebanon).
- The positive social impact that the sport has had and can continue to have on its participants, to contribute to Lebanon's civil society.
- The synergy between the Lebanese RL community in Lebanon and the Australian diaspora, which have worked together, alongside the Australian and Lebanese governments, to promote both Lebanon and rugby league in those two countries and internationally.

Quotes / Content and Sign-Off

All LRLF releases with quotes or contents will have the approval of the person quoted.

The protocol for quotes and interviews is:

- Chair – information about the Board, its discussions and decisions.
- CEO – information about implementation of Board policy and operational matters relating to the LRLF
- Media Officer – general operational matters without quotes from the CEO/Chair
- Other LRLF releases and interviews may carry quotes from Members and third parties as determined by the Media Officer and agreed with the CEO.
- All LRLF releases will be signed off by the CEO