



## SERVICE STANDARD 1.4.8 MEDIA

Item	Description
Policy Title	Media
Policy Number	1.4.8
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SOPs	<ul style="list-style-type: none"><li>➤ SOP 1.4.8 -1 Production Assistance (Filming Policy)</li><li>➤ SOP 1.4.8 -2 NSW RFS Advertising</li><li>➤ SOP 1.4.8 -3 Media Accreditation</li></ul>
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### 1 Purpose

- 1.1 The media is an important partner of the NSW RFS assisting with the delivery of information to the community, particularly before, during and after emergency incidents.
- 1.2 As an emergency service, the NSW RFS regularly deals with the media and is subject to media attention.
- 1.3 This Service Standard and its Standard Operating Procedures outline the responsibilities of all NSW RFS members in dealing with the media.

### 2 Definitions

- 2.1 For the purpose of this Service Standard and its Standard Operating Procedures, the following definitions apply:
  - a. **Information** – any material such as written communication, oral communications, imagery or photographs
  - b. **Media** – traditional communication mediums including radio, television and print (including their online or digital components) which communicate with a significant audience
  - c. **Non-operational matters** – information relating to corporate issues or events involving the NSW RFS
  - d. **Official comment** – information provided to the media which presents the view or position of the NSW RFS
  - e. **Operational matters** – information which relates to incidents attended by NSW RFS members or other agencies
  - f. **Production assistance** – requests from media organisations for assistance with projects such as filming, photography or fire protection services for television or film productions

### 3 Policy

- 3.1 The NSW RFS recognises the important role that the media plays in keeping the community informed before, during and after emergency incidents.
- 3.2 While the NSW RFS encourages members to assist media organisations and media personnel, all members have responsibilities when liaising with the media as outlined in this Service Standard and its Standard Operating Procedures.
- 3.3 Any member dealing with the media is to ensure to the best of their ability that any information:
  - a. is accurate;
  - b. is issued in a timely manner;
  - c. is not of a speculative nature;
  - d. is not expressive of personal opinion;
  - e. is not of a political nature;
  - f. is issued within their area of responsibility as outlined in this Service Standard and its Standard Operating Procedures;
  - g. avoids criticism of individuals;
  - h. does not breach an individual's right to privacy;
  - i. does not jeopardise investigations;
  - j. does not reveal sensitive or commercial information which would not normally be available to the public; and
  - k. is presented in a way that reflects the professional nature of the NSW RFS.
- 3.4 Information to the media on behalf of the Service is to be provided on an equal basis and not favour any one media organisation over any other, unless a request is initiated by a media organisation (e.g. an exclusive).
- 3.5 When information is provided about an incident where the NSW RFS is not the lead control agency, information should only be provided about the role of NSW RFS personnel, unless authorised by the lead control agency.

#### Media Services Unit

- 3.6 The Media Services unit has responsibility for the coordination of media activities affecting the Service and for providing media assistance to NSW RFS personnel and members of the media.
- 3.7 The Media Services unit provides a 24-hour central point of contact for NSW RFS members and members of the media requiring assistance.
- 3.8 NSW RFS members or members of the media requiring media assistance can contact the NSW RFS State Duty Media Officer on (02) 9898 1855. Service members may also make contact through the Operational Customer Service Centre.
- 3.9 Media Services may provide a Media Officer or appropriately qualified representative to attend incidents upon request through the State Duty Media Officer.
- 3.10 The Media Services unit provides the following services:
  - a. management and coordination of the Public Liaison System and Public Liaison Unit during major incidents;
  - b. coordination and monitoring of the delivery of public warnings via the media, through agreed methods and channels (e.g. media dissemination system, public website, social media channels and media messaging service);
  - c. writing and distribution of statewide media releases on behalf of the Service;
  - d. development, delivery and coordination of public statements on behalf of the Service;
  - e. development and implementation of statewide media strategies and campaigns to deliver messages to the community via the media;
  - f. development of communications materials for use in media strategies and campaigns;

- g. coordination of significant media conferences and events;
- h. monitoring of statewide and national media for Service related issues and events;
- i. media related issues management advice;
- j. management and approval of requests for production assistance such as film and television projects;
- k. assistance with the collection and approval process for photographs, video or other communication materials for delivery to media organisations; and
- l. delivery of media training for NSW RFS and media personnel, including identified spokespeople and training as part of the Public Liaison System during major incidents.

### **Authority to Comment**

- 3.11 Any official comment provided on behalf of the NSW RFS must be within that person's area of responsibility, experience and knowledge.
- 3.12 Any official comment is to be consistent with organisational policies.
- 3.13 Only the Commissioner, Deputy Commissioner or Executive Directors (or delegated persons) are authorised to speak on matters of policy or procedures.
- 3.14 Official comment relating to operational matters (including overall strategies, incident management or issues) may be made by:
  - a. the NSW RFS Commissioner;
  - b. Deputy Commissioner;
  - c. Media Services personnel;
  - d. Regional and District Managers;
  - e. the Incident Controller of that incident; or
  - f. a person delegated by the Incident Controller.
- 3.15 Official comment relating to non-operational matters (e.g. community safety preparedness, events or initiatives) may be made by:
  - a. those listed in 3.14 (a) to (d); or
  - b. delegated personnel requested for a specific purpose (e.g. an event, as a subject matter expert or as an identified local spokesperson).
- 3.16 Any Service member may provide general comment to the media about their role or what they have experienced.
- 3.17 Any member commenting to the media on issues that could be perceived as being the view or the position of the NSW RFS are to make clear the views they are expressing are their own.
- 3.18 Members who are providing information to the media on behalf of a brigade are to ensure they have appropriate approval from the Brigade (e.g. the Brigade executive) and are encouraged to liaise with the District Manager in the first instance.
- 3.19 If a member is unsure about the appropriateness of providing information or comment to the media, they are encouraged not to provide comment and instead refer the matter to the Media Services unit.

## **4 Related documents**

- [Rural Fires Act 1997](#)
- Premier's Memorandum [2008-10 Making NSW Film Friendly](#) June 2008
- [Strategic Communications and Government Advertising](#)
- [NSW Government Advertising Guidelines](#)
- P4.1.3 Procurement
- [SS 1.1.7 Code of Conduct and Ethics](#)

- > [SS 1.4.6 NSW RFS Websites](#)
- > P7.1.10 Organisational Risk Management
- > NSW RFS OMP 4.09.01 Media Attendance at an Incident
- > NSW RFS OMP 4.09.02 Protocol for Commercial media Enquiries
- > [Privacy and Personal Information Protection Act 1998](#)

## 5 Amendments

Amendment date	Version no	Description
[date]	1.0	Initial release
[date]	2.0	>
13 June 2012	3.0	> Reviewed to reflect current practices
23 November 2015	3.1	> Repeals SS 1.1.6 Media v 3.0 > Minor updates to reflect current practices and position titles

## SOP SS 1.4.8-1

### Production Assistance (Filming policy)

#### 1 Purpose

- 1.1 The NSW RFS is regularly requested to provide personnel, technical guidance, equipment or other resources as part of short or long form television series, films, documentaries, videos, dramatic productions and advertisements.
- 1.2 The NSW RFS is committed to assisting and supporting the New South Wales film industry where appropriate.
- 1.3 This Standard Operating Procedure outlines the processes to be followed for requests for production assistance.

#### 2 Procedures

- 2.1 Requests for NSW RFS production assistance, including on-screen or behind the scenes participation, are to be referred to Media Services.
- 2.2 Media Services will request the production agency to complete the NSW RFS Questionnaire for Production Agencies, available on the NSW RFS website at [www.rfs.nsw.gov.au/media](http://www.rfs.nsw.gov.au/media).
- 2.3 Upon receiving the completed NSW RFS Questionnaire for Production Agencies, Media Services will conduct an assessment based on the following criteria:
  - a. the benefits to the NSW RFS of participating in the project;
  - b. whether the project is in line with current corporate objectives, policies and priorities;
  - c. impacts on operational capacity;
  - d. risks to the NSW RFS of either participating in, or not participating in the project;
  - e. likely costs to the NSW RFS, both financial and non-financial;
  - f. protection of the image and reputation of the NSW RFS;
  - g. whether the portrayal would meet community standards of behaviour or practice;
  - h. whether the NSW RFS will be given the power of veto in relation to final content being released;
  - i. what controls can be put in place to minimise risks to the NSW RFS and its members; and
  - j. any other issues identified.
- 2.4 Media Services will assess requests against the NSW RFS Organisational Risk Management Framework to determine the appropriateness of the proposal.
- 2.5 Before approval is granted, the relevant District where the production is to take place will be consulted.
- 2.6 A recommendation will be made to the Executive Director, Executive Services, outlining the results and treatment of the risk assessment.
- 2.7 For major productions (e.g. ongoing commitment of resources or members; or productions such as motion pictures) or those with considerable risks involved, approval may be sought from the Commissioner.
- 2.8 A Letter of Agreement is required prior to any production assistance services being provided which will set out:
  - a. undertakings on the part of the NSW RFS (e.g. to provide personnel, appliances, equipment, expertise etc);
  - b. undertakings on the part of the film agency (e.g. to indemnify the NSW RFS against claims, not to interfere with operations, to gather releases or permissions for use of images etc);
  - c. all fees; and
  - d. any requests for credits, acknowledgment, copies of final product etc.

## Determination of Fees

- 2.9 The NSW RFS reserves the right to charge fees as cost recovery for production assistance. These will be levied in line with the NSW RFS Schedule of Fees for Film and Television Assistance (available upon request from Media Services) and in accordance with NSW RFS procurement policy.
- 2.10 Where the filming can be demonstrated to fulfil a corporate priority (e.g. assisting in the delivery of community preparedness information), a recommendation may be made to the Director, Executive Services to waive some or all fees.

## Technical assistance

- 2.11 The NSW RFS will provide a Technical Advisor to manage filming involving crews, brigade stations and operations.

Their role is to:

- a. brief NSW RFS members;
- b. attend and monitor filming to ensure that NSW RFS policies and procedures are upheld;
- c. liaise with the film crew;
- d. have the authority to ask crews not to film sensitive or inappropriate material involving NSW RFS personnel or activities, or which may impact adversely on operations; and
- e. maintain a record of actual hours worked by fire crews and any other support provided and liaise with Media Services to raise an invoice.

## 3 Related forms

- NSW RFS [Questionnaire for Film Agents](#)

## Appendix 1 Production Assistance Policy Flowchart

RESPONSIBILITY	PROCESS	NOTES
1. Production Agency	Production Agency approaches NSW RFS for production assistance	
2. NSW RFS Media Services	Production assistance request referred to NSW RFS Media Service Media Services provides production assistance pack to production agency	
3. Production Agency	Production Agency provides completed production assistance questionnaire	
4. NSW RFS Media Services	NSW RF Media Services conducts analysis and risk assessment of proposal, contacts relevant District Recommendation made to EDES Notification to Production Agency of decision – if approved, Letter of Agreement provided by NSW RFS Media Services to Production Agency	
5. Production Agency	Production Agency returns Letter of Agreement with evidence of Public Liability Insurance	
6. NSW RFS Media Services	NSW RFS Media Services appoints Technical Advisor if required Production commences	

## SOP SS 1.4.8-2

# NSW RFS Advertising

## 1 Purpose

- 1.1 The NSW RFS regularly uses advertising to promote programs, messages, initiatives and events.
- 1.2 As a NSW Government agency, the NSW RFS is required to comply with NSW Government guidelines and policies relating to the procurement, development, review, approval and placement of advertising material.
- 1.3 This Standard Operating Procedure sets out the requirements for NSW RFS advertising.

## 2 Procedures

### Definition

- 2.1 Advertising includes, but is not limited to, the development, production and placement of creative material, either paid or unpaid, in the media which is designed to raise community awareness, raise the profile of the NSW RFS and its members and promote NSW RFS activities.

### Responsibilities

- 2.2 NSW RFS Corporate Communications has responsibility for the coordination of NSW RFS advertising. This includes paid advertisements, unpaid advertisements, community service announcements and co-branded advertisements with other agencies or corporate partners.
- 2.3 All statewide advertising is to be conducted in accordance with NSW Government advertising guidelines and relevant legislation.

### Statewide or major advertising and public awareness campaigns

- 2.4 All state-wide advertising campaigns are managed by NSW RFS Corporate Communications.
- 2.5 In accordance with NSW Government Advertising Guidelines, any advertising campaign with a total budget in excess of \$50,000 (including production and media placement) requires the following:
  - a. preparation of a comprehensive advertising brief, demonstrating the communication issue to be addressed through advertising and reasons for the proposed campaign, using appropriate research where necessary;
  - b. the appointment of an accredited creative agency;
  - c. independent peer review of proposed creative concepts, media selection and strategies;
  - d. completion of comprehensive pre and post campaign research;
  - e. development of formal proposal for the campaign, clearly stating the objectives, success measures and strategy for the campaign;
  - f. approvals in accordance with NSW Government Advertising guidelines;
  - g. media placement bookings placed by the approved Master Booking Agency.

### Local advertising initiatives

- 2.6 Districts are encouraged to use advertising for local initiatives or safety messages.
- 2.7 Any local advertising is to be in accordance with NSW RFS policy and organisational priorities.
- 2.8 Districts will be liable for costs of local advertising.
- 2.9 Any local advertising is to be approved by Director Corporate Communications.
- 2.10 To ensure consistency with branding and policy, Corporate Communications provides template based advertisements.



### **Unsolicited offers of advertising**

- 2.11 All unsolicited offers of advertising shall be forwarded to Corporate Communications for assessment, including analysis of cost, audience and relevance to organisational priorities.

### **Statutory notifications and other advertisements**

- 2.12 Statutory and staff recruitment advertising is not covered by this SOP, however must be conducted in accordance with relevant NSW RFS policy.

## **SOP SS 1.4.8 – 3**

### **Media Accreditation**

#### **1 Purpose**

- 1.1 The NSW RFS provides an accreditation scheme for media personnel to assist with the delivery of information to the community.
- 1.2 This Standard Operating Procedure outlines the processes for media accreditation.

#### **2 Procedures**

- 2.1 The Media Services unit is responsible for the coordination and delivery of media accreditation.
- 2.2 Media Services will conduct annual media accreditation training sessions in regional and metropolitan locations to enable media personnel (including journalists, producers, camera operators) to be accredited.
- 2.3 Accreditation will be offered to media personnel based on the following criteria:
  - a. a demonstrated need for the accreditation (e.g. employed by a media outlet or a freelance media operator who produces products for a recognised media outlet);
  - b. demonstration of a sound understanding of bushfire safety and survival, as delivered during media accreditation training sessions;
  - c. acceptance of the current conditions of accreditation, as provided in the training session.
- 2.4 Upon meeting these criteria, media personnel will be provided with a photographic identification card stating that they are accredited media.
- 2.5 The card remains the property of the NSW RFS and must be surrendered upon request.
- 2.6 Media accreditation will remain current for three years.
- 2.7 Media personnel are responsible for procuring their own Personal Protective Equipment (PPE), which must clearly identify them as a member of the media and distinguish them from NSW RFS personnel.
- 2.8 Media personnel are not to be issued with NSW RFS badged PPE.
- 2.9 The NSW RFS encourages members to assist, where possible, media personnel who are accredited and wearing the appropriate PPE.