Procedure on Media Liaison

Version control

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years

Responsible Manager   :   Provincial Communications Manager

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Introduction

1. This procedure must be read in conjunction with the Northern Cape Department of Health's Policy on Communication.

Protocols for Interaction with the Media

2. In addition to the MEC for Health and his/ her MLO there are two (2) members of the Department who are allowed to interact with the media namely:

    2.1.   Head of Department

    2.2.   Media Liaison Officer of the Department

3. They may however mandate person(s) who are managers or experts in certain areas to represent the Department should the need arise

4. In such instances, the Head of Department takes full responsibility for the comments made by members of management or the experts

5. All requests must be referred to the Media Liaison Officers

Crisis Communication

6. The MEC / HOD may at any time define a situation as crises due to its real or envisaged impact on the lives and property of employees and or the Department or any other situation deemed as hazardous by the MEC or HOD. In such instances:

    6.1.   All media liaison and management about the crisis must revert to the Office of the HOD, who may in turn request the media liaison officers to form part of the crisis communication team.

    6.2.   The decision to revert all media communication to the Office of the HOD will be communicated to all personnel immediately.

    6.3.   All media requests for information on the crisis communication must be referred immediately to the Office of the HOD or the delegated convenor