



NRLA MEDIA PROTOCOL

Purpose of this document

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

General Principles

The NRLA 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 Nigeria Rugby League Association as opposed to domestic competitions should be copied to the NRLAMedia Officer. The NRLAMedia Officer will co-ordinate and support Members and Stakeholders in promoting their events and activities.

The NRLA 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 NRLA 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 NRLA Staff and associates.

Information will be distributed as the primary source for NRLA 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 NRLA club competition, the two-division College RL and the Schools RL two regions (North and South West).
- 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 Nigeria RL community in Nigeria, United Kingdom and the Australian diaspora, which have worked together, alongside the Nigerian and United Kingdom governments, to promote both Nigeria and rugby league in those two countries and internationally.

Quotes / Content and Sign-Off

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

The protocol for quotes and interviews is:

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