**Lutheran Aged Care and Community Services Gathering**

**Saturday, 17 March 2018**

**Session Title:** Media Management

**Issue:** To introduce the LCA’s Media Management strategy

**Time:** 10 minutes

**Description:**

The LCA Communications Department is developing an Issues (Media) Management Strategy for the LCA. This was initiated by the College of Bishops who identified the need for both a media strategy and appropriate training so as to be equipped to respond to issues that may arise and come into the public domain.

LCA Communications has also been in discussion with the Lutheran Education about developing protocols between Lutheran Education and LCA for managing media-related issues.

**Process to date:**

This issue was not specifically addressed in the Dialogue process. However, it is considered to be an important issue, including in respect to brand and reputation management. Linda Macqueen will provide a brief overview of the status of the LCA’s media management plan. There will be an opportunity for feedback from participants to what has been developed.

**Outcomes from session:**

1. Establish whether there is support for a collaborative approach to issues (media) management.
2. Agree a process to refine how what has been developed could be applied in the Lutheran Aged Care and Community Services sector.