



Media Policy 1.0

Version	1.0	Approved by	Derryck Klarkowski
		Approved date	20 February 2019
Responsible person	Executive Officer	Review date	30 January 2020

This policy outlines the coordination of contact between We Care Connect, the organisation, (also trading as We Care Uniting) and the media. It should apply to all contractors and volunteers at all times. It is designed to ensure that in all dealings with the media, the organisation acts in a professional, coordinated manner and that all statements made are accurate and appropriate.

For the purposes of this policy, media contact includes: providing information via media releases or statements, letters to the editor, responding to media enquiries over the phone and via email, interviews or briefings, disclosing information to the media, comments on talkback radio, addressing a seminar or conference where the media are present, and media activities for events, reports, and launches.

1. Media relations strategy

- All media relations activity will be undertaken with the recognition that the media play an important role in influencing social attitudes towards and perceptions of our organisation and the families we support.
- All media relations activity will aim to educate and raise awareness about our organisation and improve understanding of what we do and who we help.
- All proactive media contact will be consistent with the organisation's objectives, as outlined in its strategic plan.
- All reactive media responses will be consistent with the organisation's area of expertise, as defined within the strategic plan.

2. Responsibilities

Board of Directors

The Board and EO are responsible for approving all external content for media including media releases, media statements and letters to the editor. The Board chair, Board secretary and EO will be the official spokespersons).

Staff/Volunteers

Only the EO, Fundraising Managers, Communications Managers or their delegate may initiate media contact or respond directly to media enquiries.

If staff or volunteers are contacted directly by a journalist, they will request the journalist's name, contact details, publication or program deadline (date and time), topic, and what they are requesting – for example, an attributable quote, statement, or background briefing.

This information should be passed promptly to the organization's media contact person(s), and the journalist told that this will happen.

3. Media Contact

- All spokespeople will be briefed prior to interview and debriefed afterwards. Journalists are to be treated respectfully and courteously by all staff/volunteers at all times.
- Staff/volunteers should only talk to the topic they have been briefed on and refer all other questions to the organization's media contact person(s).
- Media responses should always be 'on the record'. They will be truthful and accurate, and not include speculation, guesswork or personal opinion. They will not include disparaging or judgemental comments about other organisations or individuals.

4. Confidentiality

- Personal or contact details of staff, volunteers, clients, spokespeople, ambassadors or Board members will not be provided to the media without prior consent.
- The release of any information will remain consistent with the organisation's confidentiality policies.

5. Media Releases

- Media releases will only be issued through the EO or Board of Directors.
- If staff or volunteers require the release of information to the media, they will contact the EO.

6. Issues Management

- All staff/ volunteers will report emerging issues of potential media and public sensitivity relating to the organisation to the immediate attention of the EO.
- The EO will work with appropriate staff/volunteers to develop a media response that is consistent with the organisation's media strategy and mission.

7. Acknowledgement

This document is directly based with permission on St Kilda Mums 'Media Policy 3.1', drafted by Fiona Atkinson, approval date 12 January 2018