



# **MEDIA POLICY AND PROCEDURES**

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## **Purpose**

This policy is designed to ensure that in all dealings with the media, Royal South Street Society (RSSS) acts in a professional, coordinated manner and that all statements are accurate and appropriate.

## **Policy**

The media plays an important role in distributing information into the public. Authorised personnel (CEO, Chairman, Board members, Discipline Chairs) may be involved in media contact.

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,
- Addressing a conference where the media are present,
- Media activities for events, reports, and launches.

This policy will guide authorised personnel in how to respond to media enquires

## **Who deals with the media**

Only the Chairman or the CEO is fully endorsed to speak to the media. Board members or discipline chairs may, when required speak to the media on their area of expertise.

The Chairman or the CEO may at time deputise media responsibilities to appropriate staff or volunteers.

## **Accurate and up-to-date information**

- When dealing with the media, it is important for authorised personnel to disclose information that is accurate and up-to-date.
- If a question arises and you are unsure of the answer, advise the media you need to request more information from a reliable source to release an accurate answer.
- Authorised personnel will not reveal private or confidential information.

## **Media Releases**

The person or persons in charge of media representation will release media statements when appropriate.

## **Respectfulness**

- Authorised personnel who are approached by the media will not exploit individuals personal information to the media
- Authorised personnel are not to comment on legal issues relating to RSSS
- It is important for authorised personnel to respect the organisations reputation and not to make comment of your own opinion of the organisation.

- When approached by the media it is important for authorised personnel to show respect towards them and to not
  1. Make offensive comments
  2. Make defamatory comments
  3. Make personal insults
  4. Be offensive
  5. Make comments likely to vilify

## **Professionalism**

When authorised personnel are approached by the media, it is important for you to act in a professional manner.

## **Procedures**

### **Media Contact**

There is a possibility that authorised personnel will be contacted by the media during their time at Royal South Street Society. When dealing with the media, it is important to protect the organisations reputation as well as your own image.

### **If you are contacted by the media**

If contacted by the media authorised personnel should

- Take the name of the person who is calling and ask, if they have not already disclosed, where they are calling from.
- Ask what their intentions for calling were
- Advise them you need to speak to the Chairman or the CEO before you can respond
- If the ok is given to respond, do so in a professional manner.

If the Chairman or CEO is contacted by the media they should

- Take the name of the person who is calling and ask, if they have not already disclosed, where they are calling from
- Ask what their intentions for calling were
- Make an appropriate comment relative to the situation

### **Media Releases**

If a media release is needed, the Chairman or CEO will follow the following procedure

- Prepare the media release
- Inform any employees or volunteers that may be involved in the media release
- Email the media release to the appropriate media
- Email the media release to appropriate employees before the date of the publication/ broadcast, so they are aware of it before others.

## Damage Limitations

- If in the event a media release has carried incorrect information about RSSS, the authorised personnel are to inform the Chairman or CEO about the situation
- The Chairman or CEO will contact the media in an appropriate and professional manner.
- Inform those affected by the information that was originally released to the media, and inform them that corrections have been made
- If the media has made an error the Chairman or CEO should request a correction

Authorised personnel should not comment further on the incorrect Information that was released.

## Personal Information

If the media has requested personal information about an individual the request should be passed onto the Chairman or CEO.

The Chairman or CEO need to follow the following procedure

- Contact the individual
- Inform the individual about what was requested
- If the individual does not give consent to have information released, inform the media immediately
- If the individual does give consent, then only the information that is requested from the media is to be released

## Authorisation

Name

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Signature

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Date

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