



Media Policy

Approved/effective date	150520
Due for review	150523

PURPOSE

Local, state and national media are vital partners in presenting and promoting information to the community about the goals and work of the Torquay Community House. Torquay Community House welcomes the opportunity to talk to the media and, through them, to discuss and debate issues in the public arena.

The purpose of this policy is to establish a framework for an effective working relationship with the media, maximising the advantages of media presentation and minimising the risks of media misrepresentation. The policy establishes guidelines for how media contacts will be conducted on behalf of the House.

This policy applies to all Board of Management and other members, staff, tutors and volunteers.

POLICY

The Torquay Community House will establish and maintain a positive and open relationship with the media to advocate for, promote and provide information about its work, goals and the issues impacting on the work of the House and the lives of our community.

The Torquay Community House will assist local community members to speak to the media about issues affecting them and their community.

The Torquay Community House will:

- Be open and accessible in all dealings with the media, whilst complying with the law and maintaining confidentiality when appropriate
- As far as practicable provide information to the media that is clear, objective, balanced, accurate, informative and timely

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- Not knowingly provide misleading information to the media.

The Board of Management and the Coordinator will work together to develop and document protocols for authority to deal with the media.

Board of Management and other members, staff, tutors and volunteers will ensure they are properly briefed and guided by the Board of Management President/Chairperson and/or Coordinator before communicating with the media on any issue related to the House.

Where information or public comment is requested or required, the President/Chairperson and/or Coordinator will determine the most appropriate person to respond if established media protocols do not cover the situation.

Any photographing, filming or taping by the media on House property or at House events will require prior permission of the President/Chairperson and/or the Coordinator.

Every reasonable effort will be made to respond to media enquiries.

The Torquay Community House reserves the right to withhold sensitive information concerning commercial transactions or governmental negotiations. Any such information will be clearly identified and relevant staff notified of the requirements for dealing with that information.

PROCEDURES

Refer to the established media protocols before engaging in contact with the media.

All program coordinators are required to discuss any potential engagements with media with the Co-ordinator first. Any media visits will be organised by the Community House and where appropriate the Promotions Officer will produce a Media Fact Sheet or Media Release pertaining to that program.

In dealing with the media, Board of Management and other members, staff, tutors and volunteers must remember that they may be seen as representatives of the House. Therefore, at all times, consider how the information put forward in the media may affect the reputation of the House.

At all times, make absolutely clear whether the views put forward in the media regarding any issue relating to the House are those of the organisation or of an individual.

Obtain prior authorisation by the President/Chairperson and/or Coordinator before responding to media requests for information that requires substantial work to produce. In the first instance discuss such requests with the Coordinator, especially if it seems necessary to provide information in addition to that which is requested in order to set the facts and figures in context.

The Coordinator will, directly or by approved delegation:

- Coordinate the development and documentation of protocols of authority and mechanisms for dealing with the media
- Produce and maintain an updated list of key contacts for distribution to local press, radio and TV stations so the media is aware of who to contact for preliminary discussions or comment on a story or issue.
- Ensure all media statements and releases are authorised before they are issued.
- Be involved in any approaches to the media to feature the House's work.
- Receive and coordinate responses to all approaches from press, radio or TV stations.
- Ensure that no photos of employees, volunteers or community members are released publicly via advertising, news media, internet, or by any other means, without their approval.
- Maintain a record of all interactions with the media such as media releases, press coverage, radio interviews.

RELATED POLICIES

Social Media Policy