



Media Policy

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Purpose

This policy outlines the coordination of contact with the media. It is designed to ensure that in all dealings with the media are professional and coordinated and that all statements made are accurate and appropriate.

Scope

This policy applies to all personnel. This does not apply to Social Media and there is a separate policy for this called Communications and Social Media Policy.

This policy will be readily accessible by all staff via the People & Policy App on Salesforce.

This policy will be published on the St Kilda Mums website.

Definitions

The organisation, St Kilda Mums, we, us, our - St Kilda Mums Inc., also trading as Eureka Mums and Geelong Mums

Personnel - staff and volunteers of St Kilda Mums, whether paid or not.

Policy

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 the Organisation and the families we support.
- All media relations activity will aim to educate and raise awareness about the Organisation and improve understanding of what we do and who we help.
- The privacy and dignity of the families we serve will always be foremost in mind.
- 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.

Responsibilities

CEO and Head of Fundraising & Communications

- The CEO and Head of Fundraising & Communications are responsible for approving all external content for media including media releases, media statements and letters to the editor. The CEO will be the official spokesperson (for the group). The CEO will coordinate contact with the media through the Head of Fundraising & Communications.

Head of Fundraising & Communications

- The Head of Fundraising & Communications will cultivate relationships with journalists, field and filter media enquiries, and keep media contact records.
- Other responsibilities include drafting or coordination of media releases and statements and coordination of media interviews, media kits and background material; liaison with appropriate volunteers to coordinate responses to media issues, and alerting the Board to sensitive or controversial media issues relevant to the Organisation.

Branch Managers

- The managers of Geelong Mums and Eureka Mums will be the official spokespeople for their respective branches. They will coordinate contact with the media through the Head of Fundraising & Communications.

Staff

- Only the CEO, the Head of Fundraising & Communications, Branch Managers, Communications Manager (when a member of a Crisis Management team), or their delegate may initiate media contact or respond directly to media enquiries.
- Staff will advise the Head of Fundraising & Communications of likely events, announcements or issues that may attract media interest, and ensure information provided to the Head of Fundraising & Communications is accurate.
- 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 Head of Fundraising & Communications. Staff should advise the journalist that the Head of Fundraising & Communications will be in contact shortly.

Media Contact

All media enquiries will be referred to the Head of Fundraising & Communications immediately, and calls returned to media within three hours, if possible.

Due to the tight time constraints media operate under, journalists will often seek immediate comment. It is important not to deviate from the protocols in place, even for seemingly straight forward enquiries.

All spokespeople will be briefed prior to interview and debriefed afterwards. Journalists are to be treated respectfully and courteously by all individuals at all times.

Individuals covered by this policy and authorised by the CEO to speak to the media should only talk to the topic they have been briefed on and refer all other questions to the CEO or The Head of Fundraising & Communications.

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.

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 privacy policy.

Media Releases

Media releases will only be issued through the CEO or the Head of Fundraising & Communications.

If staff or volunteers require the release of information to the media, they will contact the Head of Fundraising & Communications who will assist in drafting a media release or statement for approval by the CEO.

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 Head of Fundraising & Communications.

The Head of Fundraising & Communications will work with the CEO and appropriate staff/volunteers to develop a media response that is consistent with the Organisation's media strategy and mission.

Crisis Management

Some incidents may be of such severity or complexity that they cannot be effectively managed within normal operations. Such incidents will be managed by a Crisis Management Team.

Please refer to the Crisis Management Plan which specifies the protocols for the operation of the team and related procedures.

Review

This policy will be reviewed every two years.

Policy Implementation Documents

The following documents are to be used in conjunction with this policy:

- Crisis Management Policy
- Communications and Social Media Policy
- Complaint Handling Policy
- Cause Related Marketing Policy
- Privacy Policy