**Media Policy**

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| **Authorised By:** |  |
| **Prepared By:** |  |
| **Issue Date:** |  |
| **Review Date:** |  |
| **Version:** |  |

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| **Purpose** | Local, state, national and international media are vital partners in achieving the goals of your association. In order to maximise the advantages of media presentation and minimise the risks of media misrepresentation it is necessary to establish guidelines for how media contacts with your association. |
| **Definitions** | Media includes Print, Electronic and Social Media |
| **Guiding Principles** | 1. It is not the intention of this policy to curb freedom of speech or to enforce strict rules and regulations. Rather, the intention is to establish a framework for achieving an effective working relationship with the media. Your association welcomes the opportunity to talk to the media and, through them, to debate issues in the public arena.
2. Associations media policy operates on the following:
3. Honesty; Your association should never knowingly mislead the public, media or staff on an issue or news story.
4. Transparency; Your association should promote openness and accessibility in our dealings with the media, whilst complying with the law and maintaining confidentiality when appropriate.
5. Clarity; all communications with the media will be written in plain English
6. Balance; information provided to the media by your association as far as humanly possible be objective, balanced, accurate, informative and timely.
7. The Association works with the media in order to:
8. advocate for the aims of your members
9. promote the work of members
10. inform the public of the details of your association
11. assist in the recruitment of member
12. this policy regulates the choice of people entitled to speak on behalf of your association
13. It is the responsibility of all committee members and volunteers to ensure that effective media relations are maintained in order to achieve the association’s aims
14. The policy deals with the day-to-day relationship between your association and the media.
15. Who should speak to the media?
16. This person is nominated by the Governing Committee
17. They have the required expertise to speak on the issue under discussion
18. They have some experience in media relations and where any of these criteria do not apply are recommended to exercise extreme caution.
19. Where, however, media inquiries concern straightforward provision of information on uncontentious issues responses may be made by any officer or member who has enough knowledge about the matter concerned.
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| **References – Internal** | Minutes – allocation of who is nominated to speak on behalf of your association |
| **References – External**  | None |
| **Review** | Policies should be reviewed every three years. |