

1 Purpose and Scope

1.1 Purpose

This policy establishes guidelines for how Hyden Community Resource Centre will interact with the media on a day-to-day basis.

1.2 Scope

Hyden Community Resource Centre from time to time interact with media as part of its work. This may include working with the media to:

- Advocate for the goals of Hyden Community Resource Centre and the Community Resource Centre (CRC) sector;
- Provide feedback on a local or broader policy issue;
- Promote the work of the Centre and the CRC sector; and
- Inform the public of details Hyden Community Resource Centre, including after an incident or crisis e.g. an incident at the Centre such as a fire, assault or incident relating to staff or users.

To maximise the opportunities of media presentation and minimise the risks of misinformation, The Hyden Community Resource Centre will foster best practice in regard to media relations. The Centre does not intend to discourage nor unduly limit freedom of speech. Rather, the aim is to achieve an effective working relationship with the media.

2 Related Documents

The following documents either contain references to this policy or are referred to in it:

- Confidentiality and Privacy Policy
- Social Media Policy

3 Relevant Legislation

Hyden Community Resource Centre Constitution

Privacy Act 1988

4 Definitions

Designated Officer The Manager. Should the Manager not be available, the designated officer is the Chairperson of the Hyden Community Resource Centre management committee.

5 Policy

5.1 Working with the Media

- Hyden Community Resource Centre promotes openness and accessibility in its dealings with the media, whilst complying with the law and maintaining confidentiality when appropriate.
- Hyden Community Resource Centre will at all times reflect a professional, well informed and competent association in its public image and media communications.
- All media contact should be coordinated via the Hyden Community Resource Centre Manager.

Dealing with the Media Policy

- Authorised spokespersons must observe Hyden Community Resource Centre's Confidentiality and Privacy Policy in relation to records of staff, volunteers, users and members.
- Any filming or photography on Hyden Community Resource Centre property or of the Centre's activities by the media is subject to prior permission of the Manager or the Hyden Community Resource Centre management committee.
- Hyden Community Resource Centre's written communication with the media will be written in plain English and all information will be as objective, balanced and accurate as possible.

5.2 Authorised Spokespersons

- The Hyden Community Resource Centre Chairperson and Manager are the official spokespersons for Hyden Community Resource Centre.
- The official spokesperson/s are responsible for advancing the image and reputation of the Centre in its community.
- In some instances, the Hyden community Resource Centre Chairperson or Manager may delegate the authority to respond to a media request if appropriate.
- This may include where media inquiries concern straightforward provision of information on uncontentious issues.
- Hyden Community Resource Centre committee members, other than the Chairperson, must not present themselves as official Hyden Community Resource Centre representatives without authorisation from the Chairperson or Manager.

5.3 Managing the Media

- All Hyden Community Resource Centre authorised spokespersons dealing with the media should ensure representations are kept positive and focused at all times. Respect is to be maintained if other services and/or individuals are to be discussed.
- Where possible, the authorised spokesperson/s should have:
 - Consulted with the committee;
 - The required expertise to speak on the issue under discussion;
 - Some experience in media relations; and
 - Considered the Centre's strategic priorities, approved policy positions and the effect of media coverage.
- If an issue is raised on which the committee does not have an approved policy position, the matter will be referred to the committee prior to a position being made to the media.
- Authorised spokespersons should take care to avoid making comments or participating in photo opportunities that may damage the reputation of the Centre.

5.4 Paid Media

In making decisions on purchasing paid media, the Centre will take into consideration:

- Whether it is appropriate to publish electronically and/or in hard copy;
- Cost and whether it is appropriate to recover costs;
- Environmental impact; and
- What is the maximum impact for the target audience.

5.5 Breaches to the Policy

If any unauthorised release of confidential information do occur, an investigation will take place to establish who was responsible and appropriate action will be taken.

6 Procedures

6.1. Social Media

Social media will be managed as per the Social Media Policy.

6.2. Proactive Media Liaison

- The Manager will maintain a list of key contacts for the local media.
- In instances where news coverage of events or issues is required or anticipated, the Manager is to be notified at the earliest opportunity.
- The image of the Centre will be evaluated from this time, and action taken to improve this image if necessary.
- The Manager will assess and determine the most appropriate method of briefing the relevant media outlets e.g. by phone, email or a media release.

6.2.1 Crisis Management

- The Hyden Community Resource Centre President, with the assistance of the Manager, will convene an emergency meeting of the management committee in the event of a critical incident or matter of significance e.g. loss of funding, insolvency.
- The committee will assess the nature of the incident and the action taken to manage the media proactively.
- The committee may consider seeking external expertise to manage the crisis.

6.3. Responding to Media Enquiries

- When an enquiry is made by any media outlet, it is to be directed to the Manager.
- The Manager will determine the nature of the enquiry, the most appropriate method of response and whether the response must come from the President.
- Where the response requires substantial work by the Manager or staff to produce, such work must be authorised by the President.
- If a response from the Chairperson is required, the Manager will undertake any research necessary to brief the Chairperson to assist them to make an informed, considered and timely response.
- The committee may direct the Manager to produce a communications plan to ensure a balanced and timely representation is provided.
- Any significant media contacts with Hyden Community Resource Centre on any issue likely to prove contentious shall, where possible, be recorded.

6.3.1 Media Releases

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- If an official statement is required, the Manager (with approval from the President) or the Chairperson will develop the media release.
- Media statements covering sensitive issues or include quotes from committee members must be developed in consultation with the Chairperson and the committee.
- The Chairperson will approve any media releases prior to distribution.
- The statement is distributed via the Manager. Responses to the media release will then be made by the authorised spokesperson.
- The Manager will upload the final media statement on the Centre's website and other media channels e.g. social media page.
- The Manager will file a copy of the approved media release in a relevant folder.

6.4. Making Private Statements in the Media

- Hyden Community Resource Centre Committee members, staff and volunteers must distinguish between instances where they are called upon to comment through the media in an official or private capacity.
- Committee members, staff and volunteers should ensure that interviews are on a private basis:
 - are restricted to comments, personal insights or views on matters not directly related to the Centre or the work of the committee, staff or volunteers;
 - do not publicly criticize the Centre or the committee, staff or volunteers in any way;
 - be respectful of the opinions of others they interact with; and
 - do not act in any way that could demean their reputation or that of the Centre.
- Where a committee member, staff or volunteer is asked to give an opinion or statement where it is considered to be made on behalf of the Centre, the enquiry should be referred to the President.

6.5. Responsibilities

It is the responsibility of the management committee, staff and volunteers to ensure that effective media relations are maintained in order to achieve the aims of Hyden Community Resource Centre.

7 Document History

Dealing with the Media Policy

Document name:			
Version number	Version date	Approved by	Description of changes
1.0	Date	Management Committee	Adopted

8 Approval

Name	
Position	
Signature	
Date	