



Media Policy

PURPOSE

Local, state and national media are vital partners in presenting and promoting information to the community about the goals and work of the Portarlington Neighbourhood House. The Portarlington Neighbourhood 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 Management Committee and other members, staff, tutors and volunteers.

POLICY

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

The Portarlington Neighbourhood 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
- not knowingly provide misleading information to the media.

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

Management Committee and other members, staff, tutors and volunteers will ensure they are properly briefed and guided by the Management Committee President 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 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 and/or the Coordinator.



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

The Portarlington Neighbourhood 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.

In dealing with the media, Management Committee 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 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.



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ADOPTION AND REVISION HISTORY

Include policy versions, approvals, review dates etc. here. Reviewed on: FEBRUARY 2017
Due to be reviewed on : FEBRUARY 2018

This policy was adopted by the Management Committee of Portarlington Neighbourhood House on

Signature

Signature

Print name

Print name

Position

Position