



Coffs Harbour Regional Landcare Inc

Media Relations Policy

Policy

This policy sets out the procedures for media contact by staff and volunteers of Coffs Harbour Regional Landcare (CHRL).

Purpose

The purpose of this policy is to:

1. Outline guidelines to maximise the advantages of media presentation by CHRL's staff and volunteers.
2. Outline guidelines to minimise the risks of media misrepresentation by CHRL's staff and volunteers.
3. Regulate the choice of people entitled to speak for CHRL.

Procedures

1. The term "Media" as used in this policy includes all forms of media including social media (eg. Twitter, Facebook, etc).
2. The CHRL Executive Committee will nominate a Communications Officer (CO) to coordinate CHRL's relationships with the media.
3. The CHRL Executive Committee can nominate a new Communications Officer (CO) at any time by passing a motion at an Executive Meeting.
4. CHRL's President and CO are authorised to speak on behalf of CHRL.
5. Where information or public comment is requested or required, the CO will determine the most appropriate person to respond and undertake a briefing with the selected person prior to the information or comment being released.
6. Other Executive Committee members, staff, and volunteers who speak publicly (including to the media) about Landcare matters must make it clear where such presentations are or are not authorised by CHRL.
7. All staff and volunteers must observe CHRL's Privacy Policy when speaking publicly.
8. Significant statements on behalf of CHRL will be made as authorised by the CO or President.
9. It must always be made absolutely clear whether the views put forward regarding any issue relating to CHRL are those of the organisation or of an individual.
10. At all times consideration must be given as to how public statements may affect the reputation of CHRL.
11. The Communications Officer is responsible for:

- a. Acting as the primary contact for journalists, researchers, or others seeking public comment by CHRL;
- b. Receiving and coordinating a response to all approaches from media.
- c. Coordinating all media releases and posting them on CHRL's website.

12. All staff and volunteers of CHRL are responsible for:

- a. Providing advice and information to the CO about any issues relating to CHRL that they are involved in which are likely to attract media attention.
- b. Ensuring that no photographs or personal information about staff or volunteers are released to the media without the approval of the person concerned and the CO who shall satisfy themselves that CHRL's Privacy Policy has been observed.
- c. Notifying the CO of any contact made to the media in the name of CHRL (whether such contact has been made in accordance with this policy or otherwise), and providing details of the contact (eg. Name of reporter, name of paper/radio station, date of contact).

13. CHRL reserves the right to withhold sensitive information from release to the public.

14. This policy will be reviewed every 2 years, unless earlier review is deemed necessary.

*CHRL Media Relations Policy
Adopted by CHRL Executive
Date: 9th January 2013.....
Reviewed Date: 11 Feb 2015
Next review: Feb 2017*