

3.1.5	MEDIA POLICY
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Applies to: Board Members, All Staff and Volunteers	Version: 1
Specific responsibility: CEO	Date approved:
	Next review date:

Policy context: This policy relates to	
Standards or other external requirements	
Legislation or other requirements	
Contractual obligations	

PURPOSE

The Meals on Wheels Media Policy outlines the coordination of contact between the organisation and the media. It should apply to all staff at all times. It is designed to ensure that in all dealings with the media, the organisation acts in a professional, coordinated manner and that all statements are made are accurate and appropriate.

For the purpose of this policy, media contact includes; providing information via media releases or statements, letters to the editor, responding to media enquiries over the phone and via email, interviews or briefings, disclosing information to the media, comments on talkback radio, addressing a seminar or conference where the media are present, and media activities for events, reports and launches.

Media relations strategy

- All media activity will be undertaken with the recognition that the media play an important role in influencing social attitudes.
- All media activity will aim to educate and raise awareness about Meals on Wheels in the community.
- All media contact will be consistent with the organisation's objectives as outlined in its strategic plan.

PROCEDURE

The CEO is 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 and will coordinate through appropriate channels.

The Administration Officer or other responsible person, will field and filter media enquiries and keep media contact records.

Other media responsibilities of the CEO include drafting or coordination of media releases and statements and coordination of media interviews; liaison with appropriate staff to coordinate responses to media issues and alerting the Board of Governance to sensitive or controversial media issues relevant to the organisation.

Staff and Volunteers will not initiate media contact or respond directly to media enquiries. Staff will advise the CEO of likely events, announcements or issues that may attract media interest, and ensure information provided to the CEO is accurate.

If staff are contacted directly by a journalist, they will request the journalist's name, contact details, publication or program deadline, topic and what they are requesting.

This information should be passed promptly onto the CEO, and the journalist told that this will happen.

Journalists are to be treated respectfully and courteously by staff at all times.

Media responses should always be "on the record". They will be truthful and accurate, and not include speculation, guesswork and personal opinion. They will not include disparaging comments about other organisations or individuals.

Personal or contact details of staff, clients, or board members will not be provided to the media without prior consent.

The release of any information will be consistent with the organisations HR and confidentiality policies.

RESPONSIBILITY This policy applies to all employees and volunteers.

DOCUMENTATION

Documents related to this policy	
Related policies	
Forms, record keeping or other organisational documents	

Reviewing and approving this policy		
Frequency	Person responsible	Approval
Annually	CEO	Board

Policy review and version tracking			
Review	Date Approved	Signed	Next Review Due
1			
2			
3			