## Media Policy

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| **Date approved:**  |
| **Date of review:**  |
| **Authority to amend: Board**  |
| **Related documents***Risk Management* |

ABCD will maintain a positive relationship with the media to assist with the promotion of ABCD and volunteering issues.

The ABCD Board authorises the Chairperson and Manager, or their delegated representative, to be media spokespeople on behalf of the Association.

The first point of contact for media should be the Manager. This includes requests for information or interviews. No media calls or queries will be handled directly by any other staff member or volunteer. If media contact staff or volunteers directly, they should refer the query to the Manager.

The Manager is responsible for the preparation and distribution of all media releases and materials. No written material should be forwarded to the media on behalf of ABCD without prior clearance.

The Manager may approve all media materials of a marketing and promotional nature. Media releases relating to matters of advocacy, government policy or contentious matters must be authorised by the Chairperson.

The Manager will report to the Board all public statements made to the media by ABCD.

The views expressed to the media should reflect those of ABCD, not those of the individual. Occasionally, members of the Board or staff may be approached by the media to speak in an individual capacity on a particular area of personal expertise. In these instances, it must be made clear by the speaker that he or she is speaking in a private capacity and not as a representative of ABCD, unless specifically authorised to do so by the Chairperson or Manager.

Any paid advertising requires the Manager (or delegated staff member) to approve the final format and expenditure.

A copy of all newspaper articles, advertisements and editorials relating to ABCD will be filed for future reference.