

# Media Policy

## Introduction

Local, state and national media are valuable partners in promoting Djerriwarrh Community & Education Services (Djerriwarrh). In order to maximise the advantages of media presentation and minimise the risks of media misrepresentation it is necessary to establish guidelines for how media contacts will be conducted.

The intention of this policy is to establish a framework for achieving an effective working relationship with the media. Djerriwarrh welcomes the opportunity to talk to the media and, through them, highlight and promote our services or issues relevant to the community.

In dealing with the media, staff should be aware that they will be seen as representatives of the organisation and should therefore avoid making comments or participating in photo opportunities that may adversely affect the long-term reputation of Djerriwarrh.

## Scope

This policy applies to all Djerriwarrh employees, volunteers and contractors.

## Policy

With respect to media relations Djerriwarrh is committed to the following principles:

- **Honesty:** The organisation will be honest and never knowingly mislead the public, media or employees on an issue, news story or advertising.
- **Transparency:** The organisation will promote openness and accessibility in our dealings with the media, whilst complying with the law and maintaining confidentiality where appropriate.
- **Balanced:** Information provided to the media will aim to be objective, balanced, accurate, culturally and linguistically appropriate, informative and timely.
- **Ethical:** The dignity and privacy of an individual will be respected at all times.
- **Compliant:** The organisation will ensure that all advertising and marketing of programs complies with individual contracts and where applicable the Australian Quality Training Framework (AQTF) and Victorian Registration and Qualifications Authority (VRQA).

Djerriwarrh works with the media in order to:

- advocate for the mission and vision of the organisation;
- promote the work and services of the organisation;
- advocate for the communities we serve; and,
- assist in fundraising for the organisation.

In order to ensure that these purposes can be fulfilled, this policy nominates positions within the organisation entitled to speak for or on behalf of Djerriwarrh.

It is the responsibility of all employees to ensure that effective media relations are maintained in order to achieve the aims of Djerriwarrh.

Djerriwarrh seeks to establish and maintain a good and open relationship with the media. It is important that the organisation works with the media to communicate important public information messages about its work and goals.

However, contact concerning **any significant matter** in the name of or on behalf of Djerriwarrh should only be made by staff where:

- They have consulted and gained approval from the CEO, relevant Manager and Marketing & Stakeholder Engagement Coordinator; and,
- They have the required expertise to speak on the issue under discussion.

Where any of these criteria do not apply employees must exercise extreme caution and seek guidance from the most senior staff member available.

<b>Associated Policies</b>	PO 060 Code of Conduct PO 006 Privacy PO 061 Social Media
<b>Associated Procedures</b>	PR 017a Marketing, Promotions and Advertising
<b>Other associated documents Internal</b>	Current Strategic Plan Current Business Plan
<b>Relevant Legislation</b>	
<b>Other associated documents External</b>	