



Southside Derby Dolls Inc

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ABN 24 465 304 962

Media Policy *

PURPOSE AND CONTEXT

The Media Policy ensures all internal and external (including media) parties are aware of the league's procedures when it comes to making public comment through public mediums. For the purpose of this document the term "media" refers to any form of mass communication method including but not limited to television, radio, newspapers, magazines, advertising materials, as well as internet based mediums such as social media, blogs, forums and websites. The policy details how all league members are required to respond to media enquiries or comments. It has been developed to ensure all media requests are treated with equal importance in a timely manner. Utilising the media is one avenue in which S2D2 can advise the community about relevant issues. However, it is important to use this avenue wisely to ensure our message is consistent. The purpose of the policy is to set out procedures involved in making public/media comments. All S2D2 members must inform the Media Officer/s when directly approached by the media to comment. If the Media Officer/s is unavailable then members must contact the President. The President will advise and work with league members according to the media policy.

OBJECTIVES

By conducting all media liaison activities via a central point of contact, S2D2 is able to actively monitor media representation. By limiting the number of official spokespeople, the league representation will convey a consistent message whilst ensuring protection of the image of the league as well as the security of its members and the greater community.

POLICY STATEMENT

1. All media contact should be conducted via the Media Officer/s.
2. The President, Vice President and the Media Officer/s are the official spokespeople for S2D2, unless authority is delegated.
3. In some instances, the Media Officer/s may delegate the authority to respond to a media request if appropriate.
4. Proactive media liaison:
 - a) In instances where news coverage of events or issues is required or anticipated, the Media Officer/s is to be notified at the earliest opportunity.
 - b) The Media Officer/s will assess and determine the most appropriate method of briefing the relevant media outlets and obtain approval from the relevant league members and the President.
 - c) If an official statement is required, it is distributed via the Media Officer/s. Responses to the media release will then be made by the nominated spokesperson.
 - d) In instances where a desired outcome has not been achieved, a review of the situation may be necessary. In this case a further briefing may be requested to reassess and implement appropriate strategies.
 - e) The Media Officer/s will, as appropriate, identify and initiate media liaison that will support the mission statement and objectives of the organisation.
5. Responding to media inquiries: S2D2 will often be contacted by various media outlets for information or comments on a wide range of issues.
 - a) When an enquiry is made by any media outlet, it is to be directed to the Media Officer/s.



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- b) b. The officer will then determine the nature of the enquiry, the most appropriate method of response, and undertake any research necessary to brief the President or spokesperson to assist them to make an informed, considered and timely response.
- 6. Making private statements.
 - a) It is important that league members and venue managers do not directly contact media outlets without first consulting with the Media Officer/s or President.
 - b) All media liaison will be handled through the Media Officer/s. The Media Officer/s is available to assist with media liaison, and it is responsible for the writing (or delegating), approval and distribution of all media releases, as well as liaising with relevant journalists.
 - c) Some skaters have established good working relationships with the media and are encouraged to use these contacts to further promote the league. However, members who have media contacts are asked to advise the Media Officer/s of any media enquiries or opportunities to ensure these are managed in a timely and constructive manner.
 - d) League members who become aware of issues or potential issues that could lead to adverse media outcomes for the league should contact the Media Officer/s as soon as possible, so the league can develop an appropriate response.
 - e) For a member to express a personal opinion in public (including online) that deliberately or unintentionally harms the league or damages the league's reputation is a serious matter. If the committee agrees that significant damage to the league's reputation has occurred as a result of such actions an official warning will be administered to the offending member. Ongoing disregard for this policy may result in termination of membership after due inquiry by the committee in accordance with section 4.5e & 4.5f of the constitution. Any grievances, whether they are internal or external, should be dealt with through the appropriate grievance procedures.
- 7. Media requests:
 - a) Media may request interviews with individual members, officials and coaches, providing the request go through the Media Officer/s in the first instance.
 - b) Media are asked not to contact members directly.
 - c) Members should refuse interview and photo request to represent S2D2 if they do not come through the Media Officer/s.
 - d) The initial request must be made to the Media Officer/s at least 24 hours (one (1) business day) prior to the preferred time for the interview.
 - e) The Media Officer/s will liaise with the official, coach or player.
 - f) One of three outcomes will be achieved: • An interview date and time will be established. • The reporter/journalist will be given clearance to liaise directly with the requested interviewee. • The request will be declined.
 - g) Wherever possible, media opportunities are to be scheduled to take place at a time that is not disruptive to regular league training sessions. Interviews and photo opportunities are to be scheduled before training, after training, or at an alternate date and time.