



## Media Relations Policy

Policy number	OP-003	Version	1.0
Approved by SIA Directors	25/06/2021	Scheduled review date	2023

### Introduction

Local, state, national and international media are vital partners in achieving the goals of Schools in Action. 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.

It is not the intention of this policy to curb freedom of speech or to enforce strict rules and regulations. Rather, the intention is to establish a framework for achieving an effective working relationship with the media. The organisation welcomes the opportunity to talk to the media and through them, to debate issues in the public arena.

In dealing with the media, staff, contractors and other volunteers should be conscious that they may be seen as representatives of the organisation and should therefore avoid making comments or participating in photo opportunities that may damage the long-term reputation of Schools in Action.

### Purpose

Schools in Action works with the media in order to:

- advocate for the goals of the organisation;
- promote the work of the organisation; and
- inform the public of the details of the organisation

In order to ensure that these purposes can be fulfilled, this policy regulates the choice of people entitled to speak for Schools in Action.

The media themselves have a vital role to play on behalf of the community in holding Schools in Action to account for its policies and actions. It is important that they have access to the Directors and staff and to background information to assist them in this role.

To balance this, Schools in Action must have the capacity to defend itself from any unfounded criticism and will ensure that the public are properly informed of all the relevant facts (if necessary, using other channels of communication).



It is the responsibility of all staff and volunteers to ensure that effective media relations are maintained in order to achieve the aims of Schools in Action. Naturally, in doing this, certain legal constraints might apply (e.g. not making comment on current court cases, especially those before a jury).

This policy deals with the day-to-day relationship between Schools in Action and the media and does not address how the organisation will work with the media in a crisis. Refer to Critical Incident Communication Policy.

## Policy

Schools in Action operates on the values of:

- Being Healthy;
- Safety;
- Respect;
- Integrity;
- Transparency; and
- Excellence

Schools in Action's relationship with media will operate with the following key themes:

**Honesty:** The organisation will never knowingly mislead the public, media or staff on an issue or news story.

**Transparency:** The organisation will promote openness and accessibility in our dealings with the media, whilst complying with the law and maintaining confidentiality when appropriate.

**Clarity:** All communications with the media will be written in plain English

**Balance:** Information provided to the media by Schools in Action will as far as humanly possible be objective, balanced, accurate, informative and timely.

Schools in Action should seek 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 its goals.

However, contact concerning any significant matter in the name of or on behalf of Schools in Action should only be made by the Directors.



Authorisation

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Deneille Sutton - Director

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Michael Grant - Director