

12.4	MEDIA
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Applies to: Staff, Management Committee
Specific responsibility: HECIS Co-Ordinator

Version: 1
Date approved: 5.8.14
Next review date: Aug 21

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

POLICY STATEMENT

HECIS may from time to time interact with the media as part of its work. This may take the form of media releases, interviews with journalists or other engagement with written or electronic media.

The HECIS Co-Ordinator is authorised to make public statements or give interviews on behalf of the organisation. The HECIS Co-Ordinator will generally act as media spokesperson for HECIS, but may share this role with or delegate to the President.

PROCEDURES

Media Statements and Interviews

All requests from journalists for comment by HECIS should be referred to the HECIS Co-Ordinator. Other staff members and Management Committee members are not to represent HECIS or provide information to journalists without authorisation from The HECIS Co-Ordinator.

When seeking or responding to media coverage of issues, the HECIS Co-Ordinator will consider HECIS's strategic priorities, approved policy positions and the effect of media coverage.

If an issue is raised on which the Management Committee has not approved a policy position, the matter will be referred to the Management Committee prior to a public position being taken by the media spokesperson.

HECIS members are not permitted to speak on behalf of HECIS.

Releases

The HECIS Co-Ordinator may draft media releases on issues as they arise and any information with legal or policy implications must be checked and signed off by the Management Committee and legal advice sought (where appropriate).

The HECIS Co-Ordinator will organise distribution of approved media releases to the media contacts and advise staff and the Management Committee that a media release has been approved, and arrange to put an electronic copy of the media release on the HECIS Website.

The Office Manager will file a copy of the approved media release in the media release folder.

Any media release or material must also adhere to the organisation's privacy policy. No information about individuals, images, case studies or other descriptive material that may lead to the person being identified may be used in any form without the formal permission of that person.

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	HECIS Co-Ordinator	Management Committee

Policy review and version tracking			
Review	Date Approved	Signed	Next Review Due
1	26.8.15	HECIS Co-Ordinator	Aug 2016
2	8.8.16	HECIS CoOrdinator	Aug 2017
3	16.8.17	HECIS CoOrdinator	Aug 2018
4	10.9.18	HECIS CoOrdinator	Aug 2019
5	17.9.19	HECIS CoOrdinator	Aug 2020
6	15.9.20	HECIS CoOrdinator	Aug 2021

INDEXING

Search topic/s:	
Function/s:	