

Purpose

This policy sets protocols for dealing with the media and responding to media enquiries.

Communicating with the media informs the public of the work and policies of C.E.M. Alliance and is important to achieving our strategic objectives.

Scope

The policy applies to all divisions and authorities within C.E.M. Alliance. It applies to all ongoing/term/casual/ temporary/seconded employees and private contractors/consultants who may interact with the media within their department's areas of responsibility. It applies to all forms of media interaction, including verbal, written or electronic (other than social media which must be done in accordance with the Social Media Policy).

It does not apply to emergency event response (e.g. animal disease, foodborne outbreak, flood or fire). In the event of an emergency, standard emergency management practices are invoked.

Policy

1. *Initiating contact with the media.* You must not initiate contact with the media unless authorised by a delegated officer.
2. *Approval:* You must direct any media enquiries to a delegated officer to ensure that C.E.M. Alliance's response is accurate, coordinated, consistent and in accordance with the Code of Conduct. You must not attempt to respond to the enquiry under any circumstances without approval from C.E.M. Alliance's delegated officer.
3. *Media releases:* All C.E.M. Alliance media releases, or joint releases mentioning C.E.M. Alliance or its divisions, must be approved by the Managing Director (or delegate) and must be issued by the relevant media team. The relevant logo should be included on the media release as per branding guidelines.
4. *Media interviews:* Only spokespeople approved by the Managing Director are permitted to speak to or be interviewed by media outlets.
5. *Operational matters:* Where professional officers are requested to provide comment directly on operational matters, they are permitted to respond to requests within their acknowledged area of professional expertise, only after consultation with the relevant media team.
6. *Public information and events:* Where issues of significant public interest or company policy are to be discussed in a public forum, employees must inform the relevant media director at least one week prior to the event. Employees should provide advance warning of the likelihood of contentious issues. Examples include court cases, ongoing public criticism of an issue, protests, conflict between stakeholders, complaints, and issues that involve other members of C.E.M. Alliance or their employees. Alternatively if in unforeseen circumstances, media has attended an event where comments or a presentation from an employee has been made, employees must advise the Managing Director as soon as possible.
7. *Integrity:* Employees are to present the policies and decisions of C.E.M. Alliance and any member of C.E.M. Alliance in an impartial manner. Media requests for information must be responded to with honesty, accuracy and in a prompt manner via the relevant media team.

Procedures

Divisional protocols for staff dealing with the media.

Roles and responsibilities

Relevant media teams:

- responsible for all interaction with the media
- responsible for drafting all media releases and obtaining relevant executive approval to issue releases
- can advise and assist staff in responding to requests for information and the formulation of pro-active media and communications opportunities/campaigns

Approved spokespeople:

- can interact with media on issues approved by the relevant media team
- are encouraged to participate in media training as organised by the relevant media team

Employee:

- must direct any media enquiries to the relevant media team
- must raise any potential media issues with their relevant media team
- must comply with C.E.M. Alliance's code of conduct when dealing with the media
- encouraged to contact their relevant media team with opportunities for pro-active/positive media stories

Delegations

Approve:

- 1) media spokespeople:
 - Managing Director (or delegate)
- 2) media releases and responses to media inquiries content and distribution:
 - Managing Director (or delegate)
- 3) initiating contact with the media
 - Managing Director (or delegate)

Legislation

- Nil

Related policies

- Code of Conduct
- Social media

Other related documents

- Nil

Definitions

Media: Organisations that prepare or disseminate mass media information, including reporters, journalists and researchers working for or on behalf of such organisations.

Significant issue: Any local, state, or national issue that can be expected to generate substantial media interest.

Operational issues: Routine, non-contentious matters that do not involve comment on government policy.



GREG STEELE
Managing Director

04/04/19
DATE