

Media Relations Policy

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Drafted by	David Gregory	Approved by Board on	1/3/2023
Responsible person	Leila McDougall	Scheduled review date	1/9/2026

Introduction

Local, state, national and international media are vital partners in achieving the goals of JAF Productions. 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, Board members 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 JAF Productions.

Purpose

JAF Productions works with the media in order to

- advocate for the goals of the organisation
- promote the work of the organisation
- inform the public of the details of the organisation
- assist in fundraising for the organisation

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

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

To balance this, JAF Productions 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, board members and volunteers to ensure that effective media relations are maintained in order to achieve the aims of JAF Productions. Naturally, in doing this, certain legal constraints might apply (eg not making comment on current court cases, especially those before a jury).

This policy deals with the day-to-day relationship between JAF Productions and the media and does not address how the organisation will work with the media in a crisis, for which separate guidelines are available as an Our Community Helpsheet on [What to do in a Media Crisis](#).

Core Policy

JAF Productions operates on the values of

- **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 JAF Productions will as far as humanly possible be objective, balanced, accurate, informative and timely.

JAF Productions 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 JAF Productions should only be made by staff, Board members and other volunteers where:

- **They have consulted the Communications Officer nominated by the Board**
- They have the required expertise to speak on the issue under discussion
- **They have some experience in media relations.**

Where any of these criteria do not apply, staff, Board members and volunteers are recommended to exercise extreme caution and to seek guidance from the most senior staff or Board member available.

Authorisation

Leila McDougall: Director & CEO

Date of approval: 1/3/2023

JAF Productions