

## Media Relations Procedures

Policy number	202304	Version	001
Drafted by	David Gregory	Approved by Board on	1/3/2023
Responsible person	Leila McDougall	Scheduled review date	1/9/2026

### Responsibilities

The Board shall nominate a Communications Officer to coordinate JAF Productions relationships with the media.

The Communications Officer, CEO and the Board Chair are all authorised to speak on behalf of JAF Productions.

Other staff, Board members and volunteers are advised to ensure they are properly briefed and guided by the Communications Officer, CEO or Board Chair before talking to the media on any issue related to JAF Productions.

Where information or public comment is requested or required, the Communications Officer shall determine the most appropriate person to respond.

Staff, Board members and other volunteers, and third parties, are encouraged to deliver public presentations that discuss JAF Productions work and its goals, provided that they make it clear where such presentations are or are not authorised by the organisation.

All staff, Board members and other volunteers must observe JAF Productions Privacy Policy in relation to client records.

### Processes

Significant statements on behalf of JAF Productions shall be made as authorised by the Communications Officer, CEO or Board Chair as detailed above.

It should always be made absolutely clear whether the views put forward regarding any issue relating to JAF Productions are those of the organisation or of an individual. At all times consideration should be given as to how the correspondence may affect the reputation of JAF Productions.

The Communications Officer is responsible for:

- Producing and updating a list of key contacts for distribution to local press and radio and TV stations. The Communications Officer can also be contacted for preliminary discussions on any story or if a journalist or researcher is unsure who to approach for a comment.
- Producing the organisation's annual public relations plan, which shall be consistent with the organisation's business plan and marketing plan.
- Coordinating all media conferences for JAF Productions. All such conferences shall be videotaped by the organisation.
- Authorising all media releases from JAF Productions, and for mounting them on the organisation's website. All media releases must also be checked and approved by staff in charge of the relevant area before distribution.

- Being involved in any approaches to the media to feature JAF Productions work.
- Receiving and coordinating a response to all approaches from all national press, radio or TV stations or specialist press.

All staff, Board members and volunteers are responsible for:

- Providing advice (preferably before the issue becomes public knowledge) to the Communications Officer on any issues that are likely to be complex or contentious or to be sustained for any length of time. In such a situation the Communications Officer will work with the relevant staff and Board members to produce a communications plan which will ensure that balanced, timely information is provided to keep all parties informed.
- Ensuring that no photos of clients, patients, employees, or students shall be released to the public via advertising, news media, or internet, or by any other means, without the approval of the Communications Officer, who shall satisfy themselves that the organisation's Privacy Policy has been observed.
- Notifying the Communications Officer of any contact made in the name of JAF Productions to the media and providing the name of the reporter or writer and the media outlet they represent.

Any significant media contacts with JAF Productions staff or members on any issue likely to prove contentious shall, where possible, be videotaped.

Any filming or taping on JAF Productions property or of the organisation's proceedings by the media is subject to prior permission of the Communications Officer, CEO or Board Chair.

Every effort should be made to assist the media in their inquiries. Where media queries involve requests for information that will require substantial staff work to produce, such work must be authorised by the CEO. It will usually be necessary to provide information in addition to that which is requested in order to set the facts and figures in context. Requests for detailed information of this nature, whether from the local or national media, should be referred to the Communications Officer.

JAF Productions reserves the right to withhold certain sensitive information concerning, say, commercial transactions or governmental negotiations. Any such information will be clearly labelled and clearly notified to relevant staff.

If any unauthorised releases of confidential information do occur, an investigation will take place to establish who was responsible and appropriate action will be taken.

#### Related Documents

- **What to do in a Media Crisis**
- **Privacy Policy**
- **Board Confidentiality Policy**

Authorisation

Leila McDougall: Director & CEO

1/3/2023