

MEDIA AND PUBLIC RELATIONS POLICY

2019 - 2021



1. Purpose

The purpose of the policy is:

- a) To raise and maintain the profile of Tūtaki Youth Inc. in terms of its name and role.
- b) To be recognised as a trustworthy organisation that provides quality services for young people.
- c) To be recognised as an organisation that values its staff and the role they play.
- d) To be recognised as a leader of services to young people.

2. Policy Scope

This policy applies to all staff, volunteers and governors or Tūtaki Youth Inc.

3. Policy Statements

3.1. Handling the Media

The Manager is the first port of call for all media enquiries. Where a media enquiry is made to a member of staff, the enquiry should be immediately referred to the Manager. Where a media enquiry is made to a member of the Board of Trustees, the enquiry shall be passed to either the Board Chair or the Manager.

The Manager shall be assumed as the person who will refer to all media enquiries that relate to the operations of the organisation.

3.2. Nominated Spokespersons

The nominated spokespersons for the organisation are the Manager and the Board Chair.

3.3. Media Releases

Media releases are prepared statements on behalf of the Board or the organisation. The preparation of the statements shall ordinarily be the responsibility of the Manager. The Manager has delegated authority to release media statements on operational matters. Media releases that relate to the strategic or governance operations of the organisation shall be approved by the Board Chair.

3.4. Press Releases

3.4.1. Press releases shall be prepared to showcase awards/achievements, fundraising, events and other 'good news' stories. The Manager is responsible for coordinating the production of the press release. The Manager shall decide when is the best time to send out and to which media depending on the nature of the story to ensure maximum publicity is gained.

3.4.2. If an external agency wishes to issue a press release that involves Tūtaki the press release must be submitted to the Manager for approval prior to being issued.

3.5. Request for Interview/Comment

Staff should exercise caution if approached for an interview/comment while representing Tūtaki in the community or at an event. All requests for comments/interviews should be referred to the Manager who will offer relevant advice, and may grant approval for the interview/comment to be given.

3.6. Media Filming and Photography

3.6.1. All requests from media for filming or photography must be approved and led by the Manager or Board Chair. Where possible, the Manager or Board Chair will be present to oversee the filming or photography.

3.6.2. Where the filming or photography will involve a service user, express written permission must be obtained from the young person and their guardian (see Appendix A). An approved representative of Tūtaki Youth Inc. must be present for all filming / photography that involve a service user.

3.7. Incidents

Where media interest is generated because of an adverse incident, complaint or event, the Manager and the Board Chair shall determine the response that shall be made, and the timing for the response.

Appendix A – Media Consent Form

I hereby give my consent to be interviewed/photographed/filmed by the media.

Name of publication/programme

Date interviewed

Name

Name of guardian (if applicable)

Home Address

.....

.....

Daytime telephone number

Signature (of guardian if person is aged under 16 years)

.....

Date

Signature of Tūtaki Manager

.....

Date

Use of interviews/photographs/films:

Please be aware that Tūtaki has no control over the use of material taken by external agencies, such as newspapers, TV and radio companies either now or in the future. All copyright belongs to the external agency, which retains the right to re-use, broadcast, publish and re-distribute the material in the future, without seeking further consent.