

Media



"They support our participation and accurately represent our interests with media."

Intent

We will engage with the media to represent and advocate for interests and concerns relevant to our kaupapa, client group and community. Only those authorised to interact with the media should do so.

All kaimahi/ staff understand that media contacts must be followed up promptly and that personal information must not be released without a person's consent.

Requirements

Authorised engagement

Every engagement with the media should be consistent with our values and kaupapa and promote the interests and concerns of rangatahi and the community.

Kaimahi/staff and volunteers must not speak with media on our organisation's behalf unless specifically authorised.

Our general rules are:

- management is authorised to respond to media matters concerning the operation of the service
- the board will respond and interact with media about governance-related matters
- management and the board will collaborate and keep each other informed about media interactions.

Media wanting to speak to rangatahi / whānau

If we receive a media request to speak to a rangatahi, we will arrange for this if:

- there is someone who is suitable available
- the risks of engaging with the media are discussed with the rangatahi/whānau, and
- they give their [informed consent](#) to the engagement.

The media will be informed if there is no one suitable and an alternative spokesperson such as a kaimahi may be suggested.

Confidentiality must be respected

Personal information, such as a person's name, must not be given to the media without first gaining their written permission.

Confidential information about the organisation should not be disclosed to the media without first being signed off by the board.

Response to negative media

If there is negative media coverage about our organisation, the manager and board will work together to provide a statement and respond to media inquiries.

Media releases must be authorised

Our general rules (above) will apply to the sign-off of media releases.

Quotes in media statements must be approved by those they are attributed to before release.

Filming and photography requests

Media requests for filming or photography must be approved by management or the board chair. Where possible, they or their delegate(s) will be present to oversee the filming or photography.

Where the filming or photography will involve a service user, [express written permission must be obtained](#) from the young person and their guardian beforehand. An approved representative of the organisation must be present throughout the filming / photography with the rangatahi.

Compliance

Social Sector Accreditation Standards- Level 2, Community wellbeing 3.0;
Governance and management structure and systems 3.0, 6.0

Helpful links

[Social media](#)

[Informed consent](#)

[Protection of privacy](#)

Review

Date: July 2021

Next review: by June 2023