

Communications Policy

for community environmental groups

INTRODUCTION

This policy provides overarching guidance to all XYZ Community Group communications activities. The effective dissemination of information and communication is a vital element in linking with our community and creating greater community awareness of XYZ Community Group's services, activities, achievements and ethos.

In order to maximise the advantages of media presentation and minimise the risks of media misrepresentation it is necessary to establish guidelines for engagement with media contacts.

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.

In dealing with the media, staff, committee 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 XYZ Community Group.

PURPOSE

XYZ Community Group 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
- increase community awareness of the Landcare ethos

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

The media themselves have a vital role to play on behalf of the community in holding XYZ Community Group 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, XYZ Community Group must have the capacity to defend itself from any unfounded criticism and able to 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 XYZ Community Group. This policy deals with the day-to-day relationship between XYZ Community Group and the media.

POLICY XYZ Community Group 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 understandable language.
- **Balance:** Information provided to the media by XYZ Community Group will as far as possible be objective, balanced, accurate, informative and timely.

XYZ Community Group 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 XYZ Community Group should only be made by staff, committee members and other volunteers where:

- They have consulted the Chairperson, Communications Officer or Nominated Spokesperson as nominated by the Committee
- 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, committee members and volunteers are recommended to exercise extreme caution and to seek guidance from the most senior staff or committee member available.

DUTIES OF KEY PERSONNEL The Board shall nominate a Communications Officer to coordinate XYZ Community Group's relationships with the media.

The Communications Officer and Chairperson are both authorised to speak on behalf of XYZ Community Group.

Other staff, committee members and volunteers are advised to ensure they are properly briefed and guided by the Communications Officer or Chairperson before talking to the media on any issue related to XYZ Community Group.

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

Staff, committee members and other volunteers, and third parties, are encouraged to deliver public presentations that discuss XYZ Community Group's

work and its goals, provided that they make it clear where such presentations are or are not authorised by the organisation.

All staff, committee members and other volunteers must observe XYZ Community Group's Privacy Policy in relation to client records.

PROCESSES Significant statements on behalf of XYZ Community Group shall be made as authorised by the Communications Officer or Chairperson as detailed above.

It should always be made absolutely clear whether the views put forward regarding any issue relating to XYZ Community Group 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 XYZ Community Group.

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.
- Authorising all media releases from XYZ Community Group, and for uploading 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 XYZ Community Group's work or responding to approaches from press, radio or TV stations or specialist press.

All staff, committee 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.
- Ensuring that no photos 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, Copyright Policy and media Consent Forms have been enacted.
- Notifying the Communications Officer of any contact made in the name of XYZ Community Group to the media and providing the name of the reporter or writer and the media outlet they represent.

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 Chairperson.

XYZ Community Group reserves the right to withhold certain sensitive information such as commercial transactions or governmental negotiations. Any such information will be clearly notified to relevant staff by the Communications Officer or the Chairperson.

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.

CRISIS COMMUNICATION STRATEGY

Advanced preparation is critical when dealing with a crisis situation. Occasionally, an unforeseen crisis occurs and the following steps will be followed:

- Identify a single spokesperson, such as the Chairperson and ensure he / she is available to talk to the media and is well briefed on the issue.
- Be prepared and forthright for a response to media enquiry. Ensure all facts and figures are available.
- Develop a response to the media which puts the community first, takes responsibility, is honest and states the 'who, what, when, where and how' of the situation.
- Provide a constant flow of communication to all stakeholders, most importantly employees.
- Be accessible and familiar with media needs and deadlines.
- Monitor media coverage and correspondence.

RESPONSIBILITIES

It shall be the responsibility of the Executive Committee to ensure that these requirements of this policy are complied with. These policy and procedures shall be reviewed every year by the Committee.

DISCLAIMER: The information contained in this publication is based on knowledge and understanding at the time of January 2024. However, because of advances in knowledge, users are reminded of the need to ensure that information upon which they rely is up to date and to check currency of the information with the appropriate officer of QWALC or the user's independent advisor.

Landcare in a Box was an initiative in 2016 of the National Landcare Network resourced by Landcare NSW and funded originally by NSW



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