

9. Media

Purpose

The purpose of this policy is to inform about the official organisational expectations when communicating with the media.

Scope

This policy applies to all GSA staff, board/council members and volunteers.

Authorisation

Chief Executive Officer to authorise policy

Managers to implement procedures

Position and Expectations

President

The President responds on behalf of the GSA Board as the official person or can delegate the CEO as required.

Chief Executive Officer

The Chief Executive Officer is the official spokesperson for GSA and is responsible for comment on any GSA matters (subject to approval from the President of the GSA Board). The Chief Executive Officer can delegate this authority to Managers and other staff members when appropriate.

Managers

With the agreement of the Chief Executive Officer, Managers are encouraged to promote programs and advocate on behalf of GSA clients and services. They may actively participate in graduate forums and events that are aligned with GSA's mission and values.

Staff and Volunteers

All staff and volunteers are to advise the Chief Executive Officer, Manager if there are any sensitive or complex program, personal or performance issue/s which may compromise the organisation that could potentially cause media interest.

Procedures

1. All enquiries from the media should be referred to the Chief Executive Officer through the Managers including requests for official statements.

2. Managers have the delegated authority to act as spokesperson and advocate on their programs and the performance of those programs, after consultation with the Chief Executive Officer.
3. Managers have delegated authority and are encouraged to participate in graduate forums as appropriate to promote the image and status of GSA and to advocate for graduate related issues, with support, advice and input from the staff and Board/Council members.
4. All approaches to media outlets must be initiated by the Chief Executive Officer (subject to the approval of President) however staff and volunteers are encouraged to inform their Manager about any upcoming events, photo opportunities and other newsworthy items as they arise. Managers are then to feed this information to the CEO.
5. All media approach and response content must be approved by Managers for the following points before it is given to the CEO approval:
 - Content accuracy;
 - Representation of organisational view;
 - Content is not defamatory; and
 - Content does not breach privacy/confidentiality.
6. Managers will be invited to provide comment on background information on their particular program or area of concern.
7. Invitations for media outlets to attend forthcoming launches and events are the responsibility of the Manager in consultation after authorisation has been given by the Chief Executive Officer.
8. The Chief Executive Officer has the authority to delegate a staff member to represent GSA on their area of expertise.

Related Documents

- Social Media Policy
- Code of Ethics and Conduct