

Introduction:

Local and state media are vital partners in achieving the mission & vision of United Way Glenelg. To maximise the advantages of media presentation and minimise the risks of media misrepresentation, it is necessary to establish guidelines for how media contacts will be conducted.

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. The organisation welcomes the opportunity to talk to the media and, through them, to debate issues in the public arena.

In dealing with the media, staff, Board 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 United Way Glenelg.

Purpose:

This policy deals with the day-to-day relationship between United Way Glenelg and the media.

United Way Glenelg works with the media to

- advocate for the mission & vision of the organisation
- inform, engage and maintain the confidence of our stakeholders, members, donors, community partners and volunteers of the details of the work of United Way Glenelg.
- provide the opportunity for new audiences to invest in our work.
- tell the stories and the impact of United Way Glenelg's work

To ensure that these purposes can be fulfilled, this policy outlines appropriate spokespeople to speak and respond on behalf of United Way Glenelg.

The media has a vital role to play, on behalf of the community, in holding United Way Glenelg to account for its policies and actions. The media must have access to officers and members and background information to assist in this role.

To balance this, United Way Glenelg must have the capacity to defend itself from any unfounded criticism and will ensure that the public is properly informed of all the relevant facts (if necessary, using other channels of communication).

For this policy, 'media' includes (although is not limited to); Print (Newspapers, Magazines, Newsletters), Broadcast (Television, Radio, Film) and Internet (online) Social networking sites such as blogs, wikis, and social networking websites, platforms, apps, forums, message boards, LinkedIn, Instagram, X, Facebook and user-generated media.

It is the responsibility of all staff, Board members and volunteers to ensure that effective media relations are maintained to achieve the aims of United Way Glenelg., In doing this, certain legal constraints might apply (eg not making comments on current court cases, especially those before a jury).

Core Policy:

United Way Glenelg operates on the values of

- Honesty: United Way Glenelg will never knowingly mislead the public, media or staff on an issue or news story.
- Transparency: United Way Glenelg 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 plain English
- Balance: Information provided to the media by United Way Glenelg will be, as far as humanly possible, accurate, informative and timely.

United Way Glenelg should seek to establish and maintain, a good and open relationship with the media. United Way Glenelg must work with the media to communicate important public information messages about its work and its Vision & Mission.

However, responses/statements concerning any significant matter in the name of, or on behalf of, United Way Glenelg should only be made by the Executive Officer or Board President.

MEDIA PROCEDURES

Responsibilities:

The Board shall nominate the Executive Officer to coordinate United Way Glenelg's relationships with the media.

The Executive Officer and the Board President are authorised to speak on behalf of United Way Glenelg.

Other staff, Board members and volunteers are advised to ensure they are properly briefed and guided by the Executive Officer and the Board President before talking to the media on any issue related to United Way Glenelg. They are invited and encouraged to fully utilize Internet media to discuss and promote United Way Glenelg's work, however, must consider the guidelines listed below.

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

Processes:

Significant statements on behalf of United Way Glenelg shall be made as authorised by the Executive Officer or the Board President.

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

The Executive Officer shall act as the Communications Officer and is responsible for:

- producing and updating a list of key contacts for distribution to local press, radio and TV stations. The Communications Officer can also be contacted for

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preliminary discussions on any story, or if a journalist or researcher is unsure who to approach for comment.

- coordinating all media conferences for United Way Glenelg. All such conferences shall be videotaped by the organisation.
- authorising all media releases from United Way Glenelg and mounting them on the organisation's website. It is advisable to have a second person review media releases before publication. This can be done by circulating a draft to all Board Members prior to release.
- verify quotes and obtain approval from any third-party organisations mentioned in the media release, such as Portland Aluminium or Glenelg Shire.
- being involved in any approaches to the media to feature United Way Glenelg's work.
- receiving and coordinating a response to all approaches from all national press, radio or TV stations or specialist press.
- managing United Way Glenelg Internet media platforms.

All staff and Board members are responsible for:

- use of Internet media per Code of Ethics and protecting the United Way Glenelg brand.
- providing advice (preferably before the issue becomes public knowledge) to the Executive 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 Executive 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 partners, members or volunteers shall be released to the public via advertising, news media, or the internet, or by any other means, without the approval of the Executive Officer.
- notifying the Executive Officer of any contact made in the name of United Way Glenelg 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 Executive Officer. It will usually be necessary to provide information in addition to that which is requested 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 Executive Officer.

United Way Glenelg reserves the right to withhold certain sensitive information concerning, say, commercial transactions or governmental negotiations. Any such information will be clearly labelled and 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.

Use Of Artificial Intelligence (Ai)

Given the growing use of AI in media and communications, United Way Glenelg recognises the importance of incorporating guidelines for AI use in this policy.

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When using AI tools in media relations and content creation, United Way Glenelg will:

- Include a disclaimer that says “this article may contain content enhanced by AI or other automated technologies.
- Maintain Accuracy: AI-generated content will be verified for accuracy before being published to prevent the spread of misinformation.
- Uphold Ethical Standards: AI tools will be used in a manner that respects privacy, avoids biases, and adheres to ethical guidelines.
- Protect Privacy: Personal information used by AI systems will be handled in compliance with privacy laws and organisational policies.

Guidelines:

Staff and Board members are invited and encouraged to fully utilize Internet media to discuss and promote United Way Glenelg's work. Communication must be transparent, ethical and accurate, following the requirements outlined in the Code of Ethics.

Use disclaimers: When communicating directly about United Way Glenelg, or in situations where your communication may appear to be on behalf of United Way Glenelg (@UnitedWayGlenelg on X or United Way Glenelg on Facebook.), make it clear that your views are your own and not necessarily those of United Way Glenelg. This helps avoid any confusion about whether you are speaking as an individual or as a representative of the organisation.

- Be transparent: If you discuss United Way Glenelg, disclose your role.
- Be responsible: Be mindful that what you publish will be public for a long time and has a vast reach beyond your control.
- Be accurate: Do your research; avoid reporting inaccurate content.
- Be considerate: Consider media as an extension of the workplace. What's appropriate in the real world should be consistent with the media world. That means it is inappropriate to use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in any workplace.
- Respect copyright laws: Give credit for non-original material and content.
- Maintain confidentiality: Do not reveal confidential United Way Glenelg information.

Related policies & documents:

Privacy & Collection of Information Policy.

Transparency and Accountability Policy.

Code of Ethics.

2024-2026 Strategic Plan.

Risk Register – Risk #4 Reputation.

Risk Register – Risk #11 Cyber Security

To be reviewed:

July 2027