

## Media Communications Policy

October 2020

<b>Version</b>	1.3
<b>Review Due</b>	October 2023
<b>Review Cycle</b>	This policy is to be reviewed every three years
<b>Policy Owner</b>	General Manager Communications, Marketing and Fundraising
<b>Authorised By</b>	Secretary General

### 1. Introduction

<b>1.1 Policy Statement</b>	The purpose of this policy is to ensure consistency and best practice throughout New Zealand Red Cross media engagement including but not limited to interviews, statements and releases. It allows New Zealand Red Cross to make certain that accurate information is conveyed, that we speak with one voice and that the positive image of New Zealand Red Cross is upheld.
<b>1.2 Coverage</b>	This Policy applies to all New Zealand Red Cross employees, members, volunteers and Board members.
<b>1.3 Roles and Responsibilities</b>	All New Zealand Red Cross people must have prior approval from a member of the Communications team before speaking to the media. Refer to the Media Operating Procedure document for more information.
<b>1.4 Principles</b>	<p><b>1. New Zealand Red Cross fosters strong and positive relationships with the media</b></p> <p>New Zealand Red Cross recognises the media plays a vital role in our communications activities and encourages accurate media coverage of programmes, services, events and emergency response. We foster positive working relationships with all media including local, regional, national and international in print, broadcast and electronic formats, and acknowledge that we have a responsibility to provide accurate information and respond to media requests with promptness, courtesy, honesty and respect.</p>

	<p><b>2. New Zealand Red Cross welcomes the opportunity to communicate information about our work in the media</b></p> <p>We seek, wherever possible, while adhering to our Fundamental Principles, to advocate for vulnerable people and will utilise the media to share our messages and information about the work that we do.</p> <p>The Communications team will develop and update organisational key messages and communications plans for Red Cross key issues and programmes. These will be shared with appropriate staff, members and Board members, and uploaded to RedNet and can be used to ensure consistent messages are relayed across the organisation.</p> <p><b>3. The National President, Secretary General and Executive Leadership Team are our official spokespeople</b></p> <p>Official spokespeople are permitted to speak about international, national and local issues in consultation with the Communications Manager. The official spokespeople have discretionary powers to delegate authority to others to speak, unless the matter may be contentious, in which case they should not delegate to anyone else.</p> <p><b>4. All New Zealand Red Cross people must consult the Communications team before speaking to the media</b></p> <p>Before speaking to any media, official spokespeople should consult with the Communications team. All other New Zealand Red Cross people must contact the Communications team for approval and to receive additional information to ensure a coordinated approach, accuracy and consistency of Red Cross messages. Subject to approval from the Communications Manager, New Zealand Red Cross official spokespeople (see point 3 above) can talk to the media if the topic is a local event or activity or if the topic is something that they are an expert in and directly relates to their role.</p> <p><b>5. The Communications team must be kept informed of any negative or contentious media</b></p> <p>The Communications team must be advised immediately of any contentious or potentially contentious media, regardless of the location or reach of the publication. This includes local, national and international media. The Communications team, Secretary General and ELT will follow the process set out in the Media Risk Standard Operating Procedures.</p>
<p><b>1.5 Policy Overview</b></p>	<p>In order to maintain a professional and consistent ‘voice’ from New Zealand Red Cross in the media, this policy has been developed to ensure the most appropriate representatives, who have the right information, are acting as official New Zealand Red Cross spokespeople.</p>

	<p>These guidelines ensure effective, consistent and appropriate management of activities, minimise reputational risk and maximise consistency of media messaging.</p>
<p><b>1.6 Compliance</b></p>	<p>If a New Zealand Red Cross staff or member harms New Zealand Red Cross' reputation through their conduct with the media, it may lead to New Zealand Red Cross taking disciplinary action against the employee up to and including dismissal, or the member having their membership cancelled.</p>
<p><b>1.7 Related Policies, Legislation, Guidelines or Forms</b></p>	<ul style="list-style-type: none"> <li>• Social Media Policy</li> <li>• Media Risk Standard Operating Procedures</li> <li>• Privacy Policy</li> <li>• Media Operating Procedure document</li> <li>• Code of Conduct</li> </ul>