

HR4.16 Media Relations

Purpose

1. To provide guidelines for SAVVY personnel in contact with the media.

Alignment with Practice Standards

1. Module 2: Provider Governance and Operational Management

Legislative Alignment

1. Nil

Key Responsible Executive

Chief Executive Officer

For More Support

Chief Executive Officer

Policy Statement

1. SAVVY aims to engage with the media in an effective and constructive manner in order to build SAVVY reputation and to contribute to public debate. Contact with the media regarding SAVVY shall be referred to the Chief Executive Office.

Procedures

1. Employees, if approached by the media, do not make any comment or statement without prior approval. The entry of any representative of the mass media (radio, television or press) to SAVVY premises is only approved by the CEO.
2. All media liaison will be coordinated through the CEO. Once contact is made, the CEO may delegate the role of spokesperson. Whilst on SAVVY premises media personnel are accompanied at all times. Photographs/footage of participants are only to be used with prior permission.
3. Interviews are to be approved by the CEO.



References to other SAVVY policies and external sources

1. Social networking

Summary of attachments

1. Nil

Version Control

1. 1 April 2023 - New Policy Creation