



Media Relations Policy

Media Relations Guidelines

Objective

To define media relations guidelines.

Scope

To define the principles and purpose of Mahboba's Promise media relations policy.

Principles

Mahboba's Promise operates on the values of:

1. **Honesty**; Mahboba's Promise will never knowingly mislead the public, media, or staff on an issue or news story.
2. **Transparency**; Mahboba's Promise will promote openness and accessibility in our dealings with the media, whilst complying with the law and maintaining confidentiality when appropriate.
3. **Clarity**; all communications with the media will be written in plain English.
4. **Balance**; information provided to the media by Mahboba's Promise will as far as humanly possible be objective, balanced, accurate, informative, and timely.
5. **NGO Community**; Mahboba's promise will not denigrate other NGO's or make misleading or false public statements about other agencies.

Purpose

Mahboba's Promise works with the media in order to:

- advocate for the goals of Mahboba's Promise.
- promote the work of Mahboba's Promise.
- inform the public of the details of Mahboba's Promise.
- assist in fundraising for Mahboba's Promise.

In order to ensure that these purposes can be fulfilled this policy regulates the choice of people entitled to speak for Mahboba's Promise.

The media themselves have a vital role to play on behalf of the community in holding Mahboba's Promise 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, Mahboba's Promise must have the capacity to defend itself from any unfounded criticism, and will 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 Mahboba's Promise.

The policy deals with the day-to-day relationship between Mahboba's Promise and the media and does not address how Mahboba's Promise will work with the media in a crisis. (Refer Guidelines for Dealing with Media in a Crisis).

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