



Media Relations Policy

Media Relations Guidelines

1. Introduction

The Media Relations Policy ('the Policy') has been written to address how Mahboba's Promise communicates with the media and to set out a code of conduct and standard operating procedures for media liaison.

For the purposes of this policy, media contact includes, but is not limited to: providing information via media releases or statements, letters to editors, responding to media enquiries over the phone and via email, interviews or briefings, disclosing information to the media, comments on talkback radio, addressing a seminar or conference where the media are present and media activities for events, reports and launches.

2. Scope

This policy outlines the coordination of contact between the organization and the media. This policy is intended to apply to all Mahboba's Promise activities and materials produced for the purposes communication, including but not limited to evaluation reports, fundraising/donor purposes, social media content and advertisement.

The Policy is applicable to all Mahboba's Promise employees and volunteers who engage with the development and coordination of materials for the purposes of media publishing and communication. The Policy also extends to Mahboba's Promise partners and associated implementing organizations who may utilize Mahboba's Promise materials for media communication to support collaboration agreements.

3. Expectations

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.

4. Guidelines

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.

Media relations and communications will not be relied on to cause undue influence or to encourage unconscionable conduct to adversely affect other non-for-profit organizations in the community and garner an unfair advantage. Further, statements will not be made about other ACFID Members with the intention of creating a reputational or other advantage.

All statements and communications to and for the media will focus solely on Mahboba's Promise goals and work.

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).

5. Media Relations Strategy

- All media relations activity will be undertaken with the recognition that the media play an important role in influencing social attitudes towards Mahboba's Promise organizational goals.
- All media relations activity will aim to educate and raise awareness about Mahboba's Promise organizational goals.
- All proactive media contact will be consistent with the organizations mission objectives;
- All reactive media responses will be consistent with the organization's area of expertise.

6. Confidentiality

- Personal or contact details of staff, clients, spokespeople, ambassadors or board members will not be provided to the media without prior consent.
- The release of any information will remain consistent with Mahboba's Promise confidentiality and privacy policies.

7. Issues Management

- All staff will report emerging issues of potential media and public sensitivity relating to the organization to the immediate attention of the Media Relations Manager / Marketing Manager or CEO.

- The Media Relations Manager / Marketing Manager will work with the CEO and appropriate staff to develop a media response that is consistent with the organization's media strategy and mission.