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| <b>DEPARTMENT: Administration</b>            |  | <b>SUBJECT: Media Policy</b> |                 |
| <b>AUTHORISED BY: Club Council 25/7/2010</b> |  |                              |                 |
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### SCOPE

This policy applies to all members of Noosa Heads SLSC including non-lifesaving personnel such as Associate members and club staff.

### OBJECTIVE

The objective of this policy is to ensure that all members are aware that there is never an obligation to speak to the media and there are certain protocols relative to any dealings with the media that need to be followed as specified below. Always remember that any comment made by a surf lifesaver is assumed as the overall position of SLSQ.

### SPECIFICATIONS

In line with Noosa Heads SLSC strategic direction it is an absolute priority for all club members to fully appreciate the magnitude of their responses to media enquiries, and:

- Only comment on issues that specifically relate to surf lifesaving within the club jurisdiction and only when given permission to do so.
- Only an appointed Club Spokesperson(s) may make any comments on behalf of the club and/or make contact with the media to promote club events, initiatives, activities, etc.
- If questions relate to anything outside normal club activities refer any media queries to the Lifesaving Services Coordinator or the Media and Communication Executive.
- If in doubt refer media to the Lifesaving Services Coordinator.

### Appointed Club Spokespersons

- For rescues, beach activity, safety warnings on patrol, and general patrol activity the Patrol Captain on duty and/or Club Captain may speak with media. They can also choose to refer media to the LSSC or DO.
- For all other contact, regarding any club matter, the Club President or person(s) appointed by the Club President or ACM (EG: JA Publicity Officer) are the only members who can speak with media.

### Abbreviations

- LSSM - Lifesaving Services Manager
- MCE - Media and Communications Executive
- DO - Duty Officer
- LSSC - Lifesaving Services Coordinator
- ACM – Active Club Manager

### PROCEDURE

The chain of communication for dealing with the media remains uniform across Queensland and is designed for the staff of SLSQ to support the actions of volunteers on the beach.

### Incidents

1. When an incident occurs the Patrol Captain must inform Surfcom who will notify the Duty Officer (DO). The DO will advise if any comment is applicable and arrange a spokesperson if necessary.
2. If an incident occurs outside SurfCom hours, contact the LSSC – regardless of time or day.
3. In general, for media inquiries about incidents specifically to Noosa beach, the Club Captain or Patrol Captain may comment (such as a rescue, first aid, shark sighting, etc) provided the Duty Officer/Lifesaving Services Coordinator has approved.
4. If the issue is serious, such as a drowning, the LSSM or MCE will appoint an appropriate spokesperson. The Club Captain and Club President should also be informed.

5. For media inquiries on other incidents in the region refer them to the Duty Officer (DO)/Lifesaving Services Coordinator (LSSC).
6. When dealing with persistent media, members are reminded to be considerate and polite at all times. Never say "No Comment". This only makes the media more interested in finding information. Instead, use the phrase "I am unable to comment on this issue, but I will introduce you to the Patrol Captain/President/Duty Officer/Lifesaving Services Coordinator who will be able to assist you".
7. Never give out names of patients, exaggerate the incident, give your opinion or criticise the actions of those involved in an incident.

#### **Promotion of Club Activities, etc**

8. Promotion of positive stories, such as member awards, newsworthy rescues, first aid treatments (on or off the beach), safety warnings (EG: marine stingers, rips, big surf) are encouraged.
9. The appropriate, appointed club spokesperson is responsible for informing local media and also the Lifesaving Services Coordinator if necessary (LSSC may be able to provide wider range of coverage and gain SLSQ assistance if relevant).
10. All media releases must be printed on Club letterhead and authorised by the Club President or ACM.
11. If doing any cross promotion with other corporate identities the promotion must be mindful of state-wide sponsorship relationships which exist through SLSQ. Contact SLSQ Marketing on 3846 8043 for more information.
12. Any stories or photos related to the club (EG: Nipper activities, surf sports, lifesaving events or incidents) can only be passed onto the media by an approved spokesperson as appointed by the club President or by the President themselves. Items may be subject to proof-reading by the President prior to release.