

Aratoi Regional Trust – Media Policy

Section: Risk

Approval Date: March 2022

Next Review Date: March 2025

Purpose

To set out the principles of ART's approach to media relations as well as the subsequent management of those relations.

Introduction

ART is a public institution that is accountable for its actions. In addition ART must limit potential damage caused by adverse or incorrect media coverage.

Policy

1. Purpose

To ensure that ART is able to respond promptly to any media enquiries and to enable ART to develop positive media coverage. This will ensure ART communicates with the community it serves, builds support for its core objectives and enhances its reputation in a truthful and consistent manner.

2. Approval

Only the Chairperson, or the Director as delegated by the Chairperson, may provide official comment to the media on behalf of ART.

Media releases written by staff must be approved by the Director or Chairperson before release.

Any staff or Board member who becomes aware of an issue, or an event, that has the potential to impact significantly on ART's reputation, or stakeholder relationships, must immediately notify the Director or Chair (as appropriate). The staff or Board member or volunteers must not make any comment to the media, even if it is the media who have alerted him or her to the issue/event but refer the matter to the Director or Chair. Front of House volunteers must report anything untoward to the staff member on duty.

Definitions

“**Media**” means any communications channel through which news, entertainment, education, data, or promotional messages are disseminated. Media includes every broadcasting and narrowcasting

medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, and all aspects of the internet including social media.

Audience

All Aratoi Board, staff and volunteers

Related procedures and Documents

Museums Aotearoa Code of Ethics
Individual Employment Agreements
Risk Management Policy
Delegations Authority