P 2.7.12 MEDIA AND EXTERNAL COMMUNICATIONS

1. POLICY

To ensure a consistent and coordinated message of Open Minds and related activities, it is the policy of Open Minds only the Chairperson and the Chief Executive Officer (or an authorised delegate) are authorised to speak with the media, or to comment within the media. It is important Open Minds works with the media to communicate important public information messages about its work and its goals. In order to maximise the advantages of media presentation and minimise the risks of media misrepresentation it is necessary to establish guidelines for how media contacts on Open Minds business will be conducted.

It is the intention of this policy to establish a framework for achieving an effective working relationship with the media. The organisation welcomes the opportunity to talk to the media and, through them, to debate issues in the public arena.

2. SCOPE

The policy pertains to comments in the media, views in letters to the press, distribution of media releases, or other forms of media liaison where it might be expected that the publication or circulation of the comment will be made public.

3. PRINCIPLES

3.1. Open Minds operates on the values of

i. **Honesty;** Open Minds will never knowingly mislead the public, media or staff on an issue or news story.

ii. **Transparency**; Open Minds will promote openness and accessibility in our dealings with the media, whilst complying with the law and maintaining confidentiality when appropriate.

iii. **Clarity**; all communications with the media will be written in plain English

iv. **Balance**; information provided to the media by Open Minds will as far as humanly possible be objective, balanced, accurate, informative and timely.

3.2. Open Minds works with the media in order to:

i. advocate for the goals of Open Minds

ii. promote the work of Open Minds

iii. inform the public of the details of Open Minds

iv. assist in fundraising for Open Minds

3.3. Only the Chairperson and the Chief Executive Officer (CEO) are authorised to speak to the media on any matter in the name of or on behalf of Open Minds. In certain circumstances however, either or both may provide specific delegation to an authorised officer within the organisation to provide comment as the organisation's representative. In such circumstances the delegation will be within clear parameters and time limited.

3.4. All speakers must ensure that the privacy and confidentiality of client and Company information is upheld in accordance with the ***Privacy Act 1998*** by ensuring that all disclosures comply with the 10 National Privacy Principles described in the ***Privacy Amendment (Private Sector) Act 2000***

3.5. All speakers will ensure their comments are not of a personal nature and are not detrimental to Open Minds (see ***P 2.7.4 Board Code of Conduct***)

4. REFERENCES

Privacy Act 1998

Privacy Amendment (Private Sector) Act 2000

5. RELATED POLICIES & PROCEDURES

P 2.7.4 Board Code of Conduct