

## 1.5 MEDIA POLICY Version 1

### 1. INTRODUCTION

Media is a vital partner in achieving the goals of RDA Carine. In order to maximise the advantages of media representation and minimise the risks of media misrepresentation, this policy aims to establish guidelines for how media contact should be conducted. It is not the intention of this policy to curb freedom of speech or to enforce strict rules and regulations. Rather the intention is to establish a framework for achieving positive media outcomes.

In dealing with the media (including social media), staff, volunteers, coaches, Committee members and participants should be conscious that they may be seen as representatives of the organisation and should therefore avoid making comments or participate in photo opportunities that do not represent the values of RDA Carine or that may damage the reputation of RDA Carine.

### 2. MEDIA RELEASES

RDA Carine should seek to establish and maintain a good and open relationship with the media in their local community to increase RDA Carine's visibility. This may include sending good news stories to local newspapers or a representative speaking on community radio about such things as RDA Carine events to be held in the local area, rider achievements, volunteer recruitment etc.

However, all written media releases and scheduled media interviews must be reported in writing (email is acceptable) to the RDA Carine Office prior to distribution or the interview occurring.

Contact concerning any significant matter in the name of or on behalf of RDA Carine should only be made by the President, Head Coach or Office Manager where they have the required expertise to speak on the issue in question and some experience in media relations. Where any of these criteria do not apply, staff, Committee members and volunteers are recommended to exercise extreme caution and to seek guidance from a senior Committee member or RDA Carine Australia.

At no time shall an RDA Carine member (including staff, volunteers, participants) offer their personal opinion as being representative of RDA Carine's position, in a media release, that may be political or otherwise controversial in nature. This only applies to RDA Carine specific issues or equestrian issues whether the person is on or off duty. When expressing a personal opinion, RDA Carine members must observe their obligation not to bring RDA Carine or its operations into disrepute.

### 3. MEDIA INTERVIEWS

Any filming or taping on RDA Carine property or at an organisational event by the media is subject to prior permission of the RDA Carine President or office.

Broadcasts that may appear state-wide must be approved by the RDA Carine President or office.

Broadcasts that may appear nationally must be approved by the RDA Carine Australia Office. Approval shall be sought as soon as practicable.

If an RDA Carine member is contacted by the media for comment or interviewed about an incident that is likely to lead to or have a controversial impact on RDA Carine, it is important that their response is noncommittal and the interviewer is referred to the RDA Carine President or office without making further comment.

#### **4. SOCIAL MEDIA**

Social media is a powerful platform to market RDA Carine and expand the reach to a vast audience. When published it can reach many people in a very short time and can attract both positive and unexpectedly controversial attention.

A social media site using the RDA Carine Brand must:

- Correctly use the RDA Carine logo according to the RDA Carine Style Guide
- Reflect the RDA Carine mission, values, philosophy and policies of the organisation in its content and T&C's
- Be administered by authorised RDA Carine President or office.

Instances of an RDA Carine Social Media site being used for miscommunication, bullying, privacy disputes, or inflammatory comments that bring negative attention to the RDA Carine Brand must be referred to the State/Territory or National Office to be managed according to their policies and procedures. This may include removing the damaging posts or closure of unauthorised sites.

#### **5. CRISIS RESPONSE**

At times a situation or event may occur that if not dealt with appropriately, may cause harm to the RDA Carine Brand. Some of these examples include (but are not limited to):

- Client injury
- Poor maintenance of a worksite
- Alleged cruelty or inhumane actions towards an animal(s)
- Industrial relations (discrimination etc)

All complaints or issues arising that could lead to detrimental media coverage must be reported to the State Committee, the National Office and the National Committee immediately following which a crisis management plan will be developed and implemented.

Depending on the assessed risk, the Chief Executive Officer of RDA Carine Australia will act as spokesperson for the organisation unless the responsibility is delegated to a State/Territory proxy.

#### **6. MANAGING PRIVACY**

In communications with the media (advertising, news media, internet, social media or by any other means), everyone is responsible to ensure that photos of participants, volunteers, or staff shall be released to the privacy legislation (Privacy Act 1988) and rider and volunteer photo permission (as per RDA Carine forms).

If any unauthorised releases of confidential information do occur, an investigation will take place to establish who was responsible and appropriate action will be taken.

## 7. TAKING PHOTOS

Photos that are used to represent RDA Carine should be appropriate and reflect the values of RDA Carine.

They should be checked to ensure that:

- Written permission is obtained according to RDA Carine policies and procedures
- Everyone in the photo is suitably attired and neatly presented. For equestrian activities this means no flapping clothing, large jewellery, open footwear or any other unsuitable attire.
- Participants are wearing the required safety equipment for the activities they are undertaking (e.g. helmets, footwear)
- The activities in the photo represent safe procedures (e.g. no dangling lead ropes) • Horse equipment is fitted correctly
- Stirrups are fitted correctly for the size of the rider's foot
- Make sure the horse being photographed is well groomed, neat and tidy and is in good health. Photographs of horses that are unwell, not in good condition or with injuries being treated can provide a negative impression to the public and should not be published in any social or other media.

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