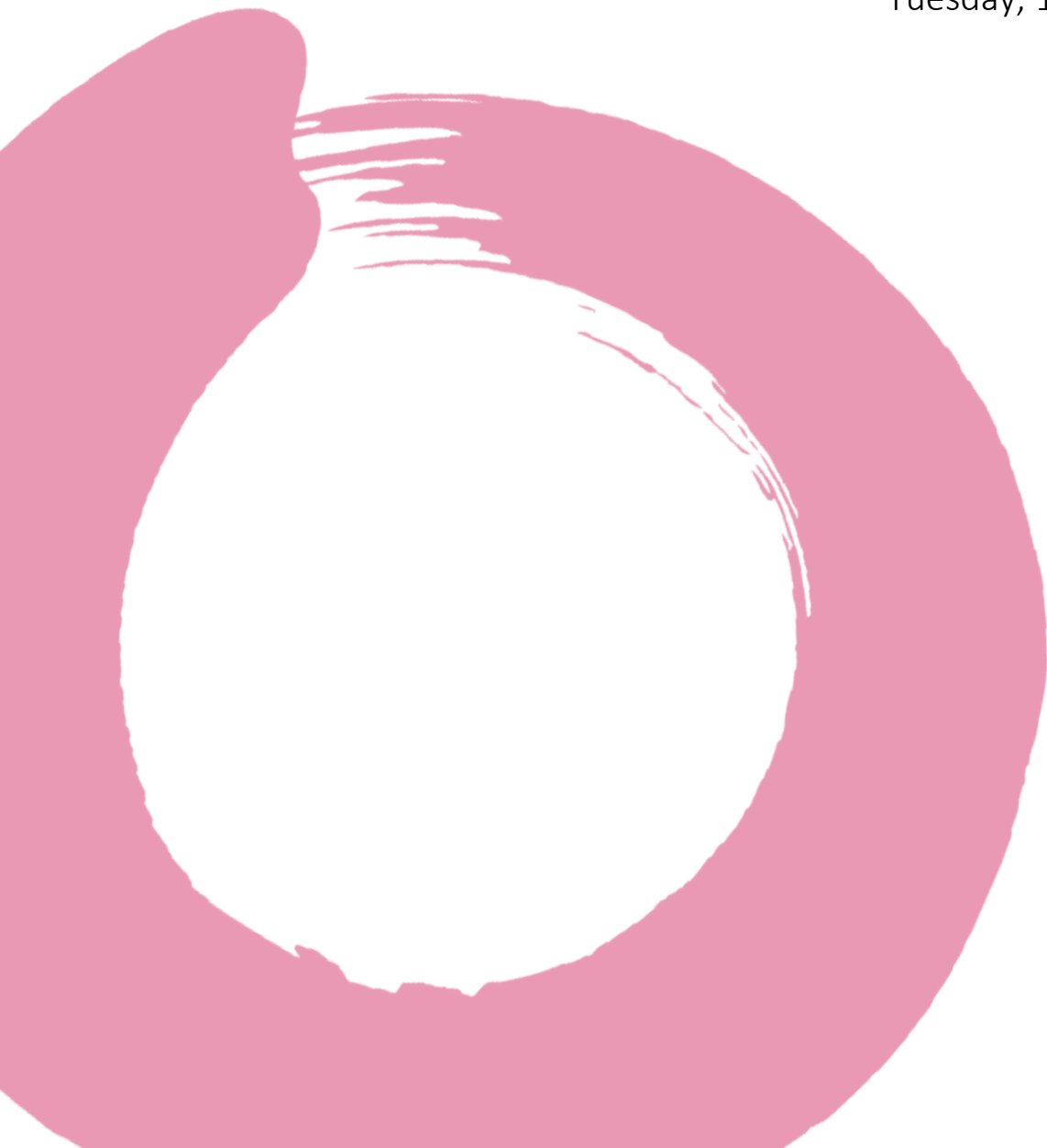




Media Policy  
One Woman Project  
2022-2025

Last updated by: Scarlette Do, National Co-Director  
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# 1. Media Policy

## *Introduction*

This Media Policy will inform One Woman Project volunteers how to handle media enquiries, guide volunteers in their interactions with the media, secure proactive media opportunities, and elevate to appropriate team members.

This Media Policy (as detailed below) sets out the rules and obligations that must be followed when a volunteer is approached by the media, or is seeking proactive media engagement.

The organisation may make alterations or additions to this policy from time to time. Should this be done, the organisation will update the policy document on the One Woman Project Sharepoint.

## *Policy*

### *Why do we need a media policy?*

Media coverage of the work of the organisation and its volunteers can provide a valuable opportunity to promote the work of the organisation. However, any contact between the organisation, its volunteers and the media does carry associated risks of negative scrutiny, misrepresentation and misinformation.

This policy will help to ensure that any comments made to the media are consistent, and outlines the procedures to be followed when interacting with the media.

### *What do we mean by the media?*

For the purposes of this policy, the media refers to:

- Newspapers, magazines, journals, bulletins, newsletters;
- Radio programs, television programs;
- Electronic media (online journals, online news website, weblogs, podcasts, electronic newsletters, electronic noticeboards); and
- Social media.

It does not refer to any publication made by the One Woman Project itself (such as the One Woman Project website, blog, magazine or social media).

### *Who is responsible for media liaison?*

The National Director of Online Engagement and the Media Coordinator or Consultant are responsible for managing all liaison between volunteers and the media. Any communication made by a member of the media to another volunteer, should be directed immediately to these people.



In particular, the Media Coordinator or Consultant, under direction from the National Co-Directors of Online Engagement and Brand, manages all media inquiries, writes and distributes media releases, develops and executes media strategies, monitors media reporting and briefs volunteers where needed.

### *Who is authorised to speak to media?*

Any media inquiry – whether seeking comment or information, or permission to take a photograph or produce an audio/video recording – should be directed to the Media Coordinator or Consultant, and National Co-Directors of Online Engagement. They will then liaise with the media to obtain details of the inquiry, provide an authorised response to the journalist, and where appropriate, facilitate an interview with a OWP spokesperson.

Any volunteer who speaks to media as a OWP spokesperson must have completed media training prior to the interview or communication. Media training will be provided free of charge to the National Team, and to additional volunteers should it become necessary.

The National Co-Directors will be the go-to for media interviews, however it may be more appropriate for another volunteer to speak in some circumstances, eg. The National Director of Outreach and Engagement may be a preferable spokesperson for interviews about One Woman Project events.

The National Co-Directors is the only person authorised to make official comment to the media about sensitive or contentious issues.

The entire organisation can speak to the media on issues of a political nature, or issues relating to the organisational structure or management. However, the volunteers can only supply a statement to the media when they have undergone an extensive advice process, where they seek feedback from those with the most expertise and those most impacted from within the One Woman Project.

### *What do I do if I am approached by the media?*

If you are approached by the media, please pass them on to the Media Coordinator or Consultant and the National Co-Directors of Online Engagement immediately. The Media Coordinator or Consultant will then liaise with media and the One Woman Project team to connect them with the appropriate spokesperson, in alignment with the Media Policy.

### *Presenting and speaking on behalf of the organisation*

Volunteers who are asked to attend events and speak at events (for instance, on panel discussions, keynotes, school assembly's or similar) on behalf of the organisation, or within the capacity of their role at the organisation, must inform the National Co-Directors or the portfolio's National Director of this event.

Once the media engagement is complete, volunteer must ask the media company to share access to the final edit/product for approval prior to its publication.

### *Publishing content on behalf of the organisation*



Approval of the National Co-Directors and National Co-Directors of Online Engagement is required for publication of a written piece (for example, a blog or an article online or offline) when done on behalf of the organisation, or within the capacity of the volunteers role at the organisation.

### *Presenting, speaking and publishing in a private capacity*

Volunteers who are asked to attend events, speak at events, publish or who wish to publish via social media can do so in a private capacity. In order to ensure this is done in a private capacity, volunteers should not refer to their position, or wear or carry anything that identifies them as a volunteer with the One Woman Project when expressing an opinion, or participating in public debate in a private capacity.

If the volunteer's position with the One Woman Project is brought up by another party (for instance, a panel moderator mentioning the volunteer's role whilst introducing the volunteer as a panel participant), the volunteer is welcome to acknowledge it, and briefly mention that they are not there to speak on behalf of the organisation.

### *Breaches of the Media Policy*

Breaches of this policy may be considered to be breaches of the Volunteer Code of Conduct, and will be addressed as such.