



Perth Roller Derby Media Policy and Procedure

Purpose & Context

The Media Policy ensures all internal and external (including media) parties are aware of the league's procedures when it comes to making public comment through television, radio, print and internet mediums. The policy details how all league members are required to respond to media enquiries or comments. It has been developed to ensure all media requests are treated with equal importance in a timely manner.

Utilising the media is one avenue in which Perth Roller Derby can advise the community about relevant issues. However, it is important to use this avenue wisely to ensure our message is consistent.

The purpose of the policy is to set out procedures involved in making public/media comments. All Perth Roller Derby league members must inform the Media Officer/s when intending to speak to the media or when directly approached by the media to comment. If the Media Officer/s is unavailable then members must contact the President. The President will advise and work with league members according to the media policy.

Objectives

By conducting all media liaison via a central point of contact Perth Roller Derby is able to actively monitor media issues.

By limiting the number of official spokespeople, the league has a better opportunity to provide a consistent message and image.

Policy Statement

1. All media contact should be conducted via the Media Officer/s.
2. The President and the Media Officer/s are the official spokespersons for Perth Roller Derby, unless authority is delegated.
3. In some instances, the Media Officer/s may delegate the authority to respond to a media request if appropriate.
4. Proactive media liaison:
 - a. In instances where news coverage of events or issues is required or anticipated, the Media Officer/s is to be notified at the earliest opportunity.
 - b. The officer will assess and determine the most appropriate method of briefing the relevant media outlets and obtain approval from the relevant league members and the President.
 - c. If an official statement is required, it is distributed via the Media Officer/s. Responses to the media release will then be made by the nominated spokesperson.
 - d. In instances where a desired outcome has not been achieved, a review of the situation may be necessary. In this case a further briefing may be requested to reassess and implement appropriate strategies.
 - e. The Media Officer/s will, as appropriate, identify and initiate media liaison that will support the mission statement and objectives of the organisation.
5. Responding to media inquiries.

Perth Roller Derby is often contacted by various media outlets for information or comments on a wide range of issues.



- a. When an enquiry is made by any media outlet, it is to be directed to the Media Officer/s.
 - b. The officer will then determine the nature of the enquiry, the most appropriate method of response, and undertake any research necessary to brief the President or spokesperson to assist them to make an informed, considered and timely response.
6. Making private statements.
- a. It is important that league members and venue managers do not directly contact media outlets without first consulting with the Media Officer/s or President.
 - b. All media liaison will be handled through the Media Officer/s. The Media Officer/s is available to assist with media liaison, and it is responsible for the writing, approval and distribution of all media releases, as well as liaising with relevant journalists.
 - c. Some skaters have established good working relationships with the media and are encouraged to use these contacts to further promote the league. However, members who have media contacts are asked to advise the Media Officer/s of any media enquiries or opportunities to ensure these are managed in a timely and constructive manner.
 - d. League members who become aware of issues or potential issues that could lead to adverse media outcomes for the league should contact the Media Officer/s as soon as possible, so the league can develop an appropriate response.
 - e. For a Perth Roller Derby member to express an opinion in public, including online, that deliberately and intentionally harms the league and damages the league's reputation is a serious matter and could result in an official warning.
7. Media requests
- a. Media may request interviews with individual members, officials and coaches, providing the request go through the Media Officer/s in the first instance.
 - b. Media are asked not to contact members directly.
 - c. Members should refuse interview and photo request to represent Perth Roller Derby if they do not come through the Media Officer/s.
 - d. The initial request must be made to the Media Officer/s at least 24 hours (business days) prior to the preferred time for the interview.
 - e. The Media Officer/s will liaise with the official, coach or player.
 - f. One of three outcomes will be achieved:
 - o An interview date and time will be established.
 - o The reporter/journalist will be given clearance to liaise directly with the requested interviewee.
 - o The request will be declined.
 - g. Wherever possible, media opportunities are to be scheduled to take place at a time that is not disruptive to regular league training sessions. Interviews and photo opportunities are to be scheduled before training, after training, or at an alternate date and time.

Media Officer

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