

# Anglican Diocese of Christchurch

## Media Policy

As approved by Standing Committee 2011

### Purpose

This policy is intended for those who speak on behalf of the Diocese.

A **Media Policy** is necessary to ensure:

- Appropriate, informed and timely responses to Media requests and queries after due consultation with the Bishop and other parties as required by the Bishop
- Consistency in timing, accuracy and courtesy in response to Media requests and queries
- A responsible approach to presentation of the Diocese and Diocesan issues in the Media, and responses to issues arising in the Media
- Adherence to the values of the Church in all dealings with the Media.

### Scope

This Media Policy applies to all employees, Board and Committee members (whether co-opted or elected) of the Anglican Diocese of Christchurch referred to in this Policy as 'Diocesan personnel'.

### Principles

*Principles underpinning this Media Policy:*

- Honesty, openness and accuracy of information are important in all communications through the Media.
- Media communications should at all times take into account and be consistent with the mission and ministry of the Diocese and ensure that appropriate communication strategies are used.
- Confidentiality must be observed in any media discussions.
- Spokespeople or commentators on Diocesan matters must be authoritative and knowledgeable in the area being discussed, and must have a mandate from the Bishop/Diocese.
- Relationships with the Media should be mindful of their professional and deadline requirements, balanced with respect for the pastoral and missional demands of the Church.

## POLICY STATEMENTS

### Spokespersons

- The Bishop is the principal spokesperson for the Diocese. This role can be specifically delegated in the Bishop's absence or for specific issues.
- The Communications Officer needs to be advised of discussions before any interview takes place.
- Parishes at times have programmes or events for which they invite media interest and such parishes are welcome to request advice from the Communications Officer but this policy is not intended for those situations.
- Any contact by the Media with Diocesan personnel who do not have delegated spokesperson authority must be directed immediately to the Bishop or Bishop's delegate, and copied to the Communications Officer.

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## **POLICY STATEMENTS continued**

### **Media liaison**

- All initial, proactive approaches to the Media should be discussed with the Bishop and Communications Officer in advance other than parish local initiatives.
- All incoming Media calls must be directed in the first instance to the Bishop (or the Communications Officer if the Bishop has agreed) unless it pertains to local parish events.

### **Media releases**

- Any media releases, statements or formal replies should be prepared in consultation with the Communications Officer and authorised by either the Bishop or Bishop's delegate.

### **Official Information requests**

- All requests for Official Information by the Media will be managed by the Communications Officer, in consultation with the Bishop.

### **Provision of Media Training**

- Diocesan personnel nominated to speak to the Media must have received training in working with the Media or have guidance from the Communications Officer prior to media exposure.

### **Professional and employee organisations**

- Diocesan personnel who are spokespersons for other organisations, in making statements to the Media to express the views of their organisations, must state the capacity in which they are speaking and make it clear that they are not speaking as a representative of the Diocese.

### **Commercial information**

- No Diocesan personnel may discuss issues of a commercial or contractual nature without the express permission of the Bishop, Standing Committee or other committee linked to the Diocese of Christchurch.

### **Legal liability**

- Diocesan personnel making public statements regarding any person or Diocesan organisation should be aware that they may be personally liable if the statement is unfounded.

Approved February 2011