



# Albany Cycling Club



## Media Liaison POLICY

### **1. MEDIA LIAISON POLICY;**

- 1.1 The Media Liaison Policy relates to Albany Cycling Club (ACC) and, where relevant, operates in conjunction with other policies.

### **2. PURPOSE OF POLICY;**

- 2.1 To ensure that all members are aware of the need to control official Club contact with the media.
- 2.2 To ensure the media have a clearly defined contact.
- 2.3 To ensure that all statements to the media are official and approved.

### **3. COMMENCEMENT OF THE MEDIA LIAISON POLICY;**

- 3.1 This policy will commence from 3 August 2015.

### **4. SCOPE AND APPLICATION;**

- 4.1 The policy applies to the ACC Committee and all ACC Members.
- 4.2 ACC Committee may modify the policy at any time with a resolution of the full committee.

### **5. DEFINITIONS;**

- 5.1 'Media' means newspapers, radio, television etc.
- 5.2 'Member' means a full financial member of ACC as defined in the Club's constitution.
- 5.3 'President' means the President of ACC.
- 5.4 'The Committee' means the elected management committee of ACC (not sub committees etc).

### **6. PRESS, TV and RADIO;**

*It is important for all members to be aware that contact with the media can be a sensitive and serious matter.*

*They should understand that no one, apart from the accredited Club representative, may give Club information to any member of the media even in an unofficial, 'off-the-record' way.*

- 6.1 The President will be the usual and sole Committee member to liaise with the media in any format.
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- 6.2 The President may delegate this authority to a member of the Committee for a specified purpose in a written delegation.
- 6.3 Therefore, the Committee will plan to have a specific press correspondent to consistently submit race reports or special features as approved by the President.
- 6.4 The Committee will inform members of the Club's Media Policy at least once a year in a format that will reach all members.
- 6.5 The President will brief the Committee each year at its induction session on the importance and implications of this policy for them.

## **7. SOCIAL MEDIA;**

*It is essential that individuals clearly distinguish between what they do in a personal capacity and what they do or say in their capacity as a member or official of the Albany Cycling Club.*

- 7.1 The Club will follow the broad principles and code of conduct outlined in the social media policy of Cycling Australia.
- 7.2 All Committee members or Club members appearing as representatives of the Club in any capacity, must avoid posting online information in the social media domain that might affect other members, sponsors or stakeholders and bring the Club into disrepute.
- 7.3 The President will brief the Committee each year at its induction session on the importance and implications of this policy for them.

## **POLICY VERSION AND REVISION INFORMATION:**

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<b>Current version:</b>	1
<b>Policy Authorised by:</b>	Bill Hansen
<b>Title:</b>	President
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