



The Centre on Philanthropy

Media Communications Policy

Introduction

The media is an important communication channel by which The Centre on Philanthropy (CoP) can deliver on its mission 'To promote and advocate for an effective and sustainable Third Sector by providing training and education, fostering collaboration and supporting volunteerism'. Due to their reach and the potential for loss of editorial control, media communications are of greater risk than other channels. As such, the CoP adopts this *Media Communications Policy* to manage the associated risks and protect the CoP and those associated with it.

Purpose

This policy is intended to reduce the risks associated with media communications, whilst embracing the opportunities available to CoP.

The principal risk is that once statements are made, they can be impossible to recant and in many situations, editorial control can be lost, increasing the risk of misinterpretation or misrepresentation. Ultimately these factors increase the risk of reputational damage to CoP and in some circumstances to the risk of direct financial loss.

Application

This policy applies to:

- Conversations, interviews or correspondence (by e-mail or written) with the press, for example newspapers and magazines, and television or radio stations.
- Postings on on-line blogs or any social media; be they text, photos or video clips.

The policy is relevant to:

- Anyone who is in a position where they could be seen as making a statement or otherwise representing CoP. Typically this would be employees, Board members, volunteers and members, sponsors and event partners.

Approval Procedure

Approval for ALL media communication is required from the Executive Director (or, in the event of a period of absence during which they are not contactable, the Chairman of The Board).

The Chairman or Deputy Chairman of The Board may, at their discretion, suspend all previous authorisations to communicate with the media and may direct the Executive Director not to approve any further communications.

In such a circumstance, a Board Meeting must be called within 72 hours (the Board Chair will guide the process) at which The Board may vary the Media Communications Policy.

Enforcement

The CoP will use all legal powers at its disposal to enforce this policy. Examples of sanctions available against those who do not observe the policy include: disciplinary action against employees; censure or removal of Board members; or removal of membership for members.

Ultimately, for related or third parties, the CoP reserves the right to initiate civil or criminal action in response to fraudulent, libellous or defamatory statements.

Acknowledgment and Agreement

I understand that my signature constitutes acceptance of these conditions.

Print Name _____

Signature _____

Date _____

Position with The Centre on Philanthropy:

- Board Member
- Committee or Project Team Member
- Volunteer in another capacity
- Independent Contractor
- Sponsors/Event Partner