



Mullion Surf Life Saving Club

Media Policy

Overview

Mullion Surf Life Saving Club (MSLSC) while being a new and recently relaunched organization also has a 50 year old history. It is important that it is well respected both in terms of its past memory and also the establishment of an excellent reputation for its future.

We wish to be known for providing an excellent, professional service generated by qualified club officials and a strong procedural basis enabling us to operate in a safe and productive manner. We also wish to establish strong relationships with our club members, the wider Mullion community, and our affiliated umbrella organization SLSGB.

While providing this service, it is likely that the news media will be frequently interested in Mullion SLSC. We have a responsibility to be open and responsive to their information requests because the media are among the many ways the local community, and the wider regional, national and international Surf Life Saving community, will build their individual perceptions of our club and the work we do.

Purpose

This policy exists to ensure that information disclosed by Mullion SLSC is timely, accurate, comprehensive, authoritative and relevant to all aspects of the club's ethos and practice. Adherence to this policy is intended to provide an effective and efficient framework to facilitate the timely dissemination of information.

Scope

This media policy applies to all club officials/ coaches and volunteers of Mullion SLSC as well as members of its committee. This policy covers all external news media including broadcast, electronic and print.

Designation of Company Spokesperson

Dr Simon Mitchell is designated as Mullion SLSC's principal media contact and club spokesperson. This person has expertise in media relations and weighs each media inquiry to determine the best way to provide information in relationship with other information that is not yet public. Dr. Mitchell will convey the official Mullion SLSC position on issues of significance or situations that are particularly controversial or sensitive in nature.

Among Dr. Mitchell's responsibilities:



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- Increase public awareness and understanding of Mullion SLSC, the services that we provide to our communities and our future prospects for growth.
- Promote a positive public image of Mullion SLSC and the work we do to the audiences that are important to the club.
- Depending on the situation, another individual may be asked to be a spokesperson on a particular issue due to their knowledge, experience and expertise. Dr. Mitchell Corporate will work with that designated spokesperson to prepare them for the media interview as needed. Preparation may include developing talking points as well as counseling, training and practising for the interview.

Guidelines for Talking with the Media

A reporter, producer or other news media may contact you for a number of reasons, for example:

- To get information about Mullion SLSC.
- To get information about a recent unexpected event such as natural disasters, accidents or injuries; club member or community complaints, local regulatory actions etc.
- To get information or to comment about an action or event that could impact our service, new competitive entrants, new product launches, changes in government or club policies etc.
- To get general information on a topical story in your community such as changes in local governmental officials or policies, problems or issues specific to the community you serve, etc.

What to do

- ✓ Refer all media calls to corporate communications. Please do not say you are not allowed to talk to a reporter or have to get permission to do so. Instead, tell the reporter: "Mullion SLSC's policy is to refer all media inquiries to Dr Simon Mitchell. You can reach them at (telephone number)."
- ✓ Whenever taking a call from the media, the same courtesy and professionalism in which we approach customers should be displayed toward the media. Please act quickly when approached by the media to ensure that the reporter's deadline is met. This is important because the way this call is handled may be the reporter's first impression of Mullion SLSC and that first impression may end up in the published story or the broadcasted news segment.
- ✓ Please remember to contact Simon Mitchell if you are approached by the media.
- ✓ Even though you have referred the media to Simon, he may need your help to prepare a response. Please make it clear when providing him with any information about an incident that there is a distinction between the actual facts and any heresay, gossip, conjecture or supposition.

- ✓ Do not let a reporter compel you to answer questions on the spot. It is always beneficial to prepare in advance in order to provide accurate and relevant information.

Guidelines for Photographs and Film

A similar process as described above will be used when someone from the media is requesting permission to take photographs or to film our activities. Refer the caller to Simon Mitchell.

No one will be given access to our facility for a photo or filming without approval from Simon or his representatives, and equally important, Simon will not give approval without talking in advance with the committee. This is a joint decision among the club committee members and must take into account rules on safeguarding and other permissions regarding the taking and publishing of photos and film. In addition to safety restrictions, decisions will be based upon a number of considerations including but not limited to:

- What does Mullion SLSC have to gain from the photo and filming?
- How much disruption will this cause to operations?
- Is everyone dressed and behaving appropriately?
- Will this affect the reputation of the club, or the Cornwall SLS region, or SLS GB?

A reporter or camera crew may show up unannounced during a club session. This is most likely to occur in crisis situations or after a significant incident or accident. Or, it could occur if the media learned about an event at from an external source who has organized a demonstration or a boycott.

When dealing with reporters and camera crews who may show up unannounced, all club members and volunteers should act with courtesy and professionalism and contact Dr. Mitchell immediately to inform him that the news source is there. Simon will then contact the camera crew's news room or the print photographer's editor for clarification.

We cannot prevent the filming or photographing of common areas outside of our facilities such as on the beach or in the sea, car parks, roadside etc. However, we do need to be mindful of any safeguarding issues and ensure any vulnerable child/ parent who has not given the appropriate permission is protected from view.

The following guidelines should be used when television camera crews or print photographers show up unannounced at our facility:-

- Although we cannot prevent the media from photographing or filming the exterior of our facilities, we will contact their news room and/or editors for clarification.
- The media cannot enter our facility to photograph or film without permission.
- The media cannot block the entrance to our facility or prevent people from entering our facility or conducting business as usual.
- Be courteous and friendly, but also remember that no matter how congenial or

affirming the reporter, photographer or camera crew are, everything you say and do may be observed and reported by the media representative who is trying to make the facility come alive for his/her audience.

Guidelines for Seeking Media Coverage

In circumstances in which you believe you have a positive news story to share with the public, contact Dr Mitchell or the club secretary Juliet Mitchell. They are the only persons authorised to distribute Mullion SLSC news releases, share information on social media such as Facebook and Twitter, or pitch coverage of particular events. Simon is the only person authorized to hold news conferences.

- Do not call a reporter directly without first consulting either Simon or Juliet Mitchell.
- Simon or Juliet will work with you to gather information and determine if and how the news media should be contacted. Similar measures used by editors and reporters will be considered to determine if your story is newsworthy.
- Some news items may be more appropriate for internal publicity such as the Mullion SLSC coaches Facebook group, or a club newsletter rather than any wider communication.

These guidelines apply to MSLSC members, volunteers, and committee.

Policy Date



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