

SFL

Club Media policy

Purpose

For the Club to provide prompt, appropriate and accurate responses to all media, on matters which are of Club interest.

This document outlines a formal process to ensure all media releases, statements and inquiries regarding Club issues are managed professionally and appropriately.

The key objective is to provide the Club with a positive public image in line with its objectives through presentation of media statements, media liaison, promotional literature, official speeches, interviews and other internal and external communications strategies.

Operating methodology

For the issuing of media statements and responses to media inquiries, the President is the official spokesperson for the Club on all matters.

No other staff member below the level of President, has any authority to talk to the media on any Club matter.

However, the President should make themselves available to answer inquiries from media where such inquiries affect immediate area of operations and such answers should be confined to facts and approved club policy.

As a matter of policy, the President should remain the ultimate authority in any question of doubt on handling any media issue.

The process for general enquiries into the Club from the media is to initially be directed to the President. It is prudent to ascertain the reason for the call and inform the President first to provide the President sufficient time to prepare a response.

General Committee should not give statements to the media. Committee who find themselves in a position of having to deal with a general media enquiry should take the contact details of the media representative and indicate that they will be called back by the President as soon as possible.

It is vital that all media inquiries be treated efficiently and courteously with due regard to the fact that all media work to stringent deadlines which require prompt responses.

Out of courtesy, any press release, media monitoring reports, or talk-back radio comments relating to specific projects, or divisions, are to be faxed to the relevant Club officers.

Prior to any comment contact via telephone is to be made to SFL Chief Executive Officer to ensure completeness and appropriateness.