



Media Contact

Principle:

1. The Tasmanian Council on AIDS Hepatitis and Related Diseases (TasCAHRD) recognises that media provides a valuable opportunity to convey relevant information to the Tasmanian community. TasCAHRD recognises the importance of providing prompt, factual, accurate, responsible, appropriate and relevant information to the media.

Operational Guidelines:

2. Only the President and the Chief Executive Officer are authorised to make statements on behalf of TasCAHRD. Other Board members or staff may speak to the media only with the prior authorisation of the President or the Chief Executive Officer.
3. TasCAHRD staff and volunteers are to be informed of the media contact policy during their induction process.
4. All requests for information or assistance from the media must be referred immediately to the Chief Executive Officer or to the President in the absence of the Chief Executive Office.
5. All statements to the media must be consistent with the stated goals, objectives and policies of TasCAHRD. All media releases must be approved by the President or the Chief Executive Officer prior to their distribution.
6. **The Chief Executive Officer and TasCAHRD staff are to adopt a two-fold approach to the media:**
 - a) Local media is to be regularly and frequently scanned by the Chief Executive Officer for items relating to TasCAHRD and its programs, services and/or areas of interest. Wherever a response to such media items could serve to advance the cause of TasCAHRD and its programs, services and/or areas of interest, such a response is to be forthcoming without delay.
 - b) Wherever the opportunity arises to advance the cause of TasCAHRD and its programs, services and/or areas of interest by a proactive media statement or intervention, that opportunity is to be seized. This approach is particularly to be utilised in connection with major events (including HIV/AIDS and Hepatitis C Awareness Weeks; Drug Action Week, the

launch of new programs, projects or services; the release of TasCAHRD responses to Commonwealth or State policy or program reviews and to significant Commonwealth or State policy or program announcements.

7. Appropriate media skills training is to be undertaken regularly by the Chief Executive Officer and by senior program staff as part of their personal development programs. Such training should be undertaken prior to staff being permitted to undertake media activities.
8. Every effort is to be made by the Chief Executive Officer and by TasCAHRD staff to develop close and ongoing working relationships with working journalists and commentators in all areas of the media (print, radio and television), including with regional media outlets.

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Reviewed: 13 January 2006

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Policy: PSM-06