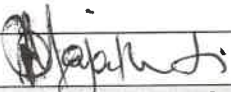
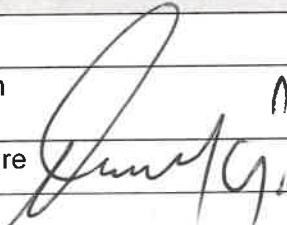






# Media policy

**POL-MARCOM\_006**

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## **1. PURPOSE OF POLICY**

The SASSETA strives towards fostering healthy relationships with the media and utilising the media as an effective channel of communicating with its stakeholders. It is intended to ensure one voice and to shape positive messages of the organisation. It strives to reinforce the messages through identified persons to champion this focus area. Further, the policy aims to assist the administration in complementing the message by recommending designated spokespersons to champion this key strategic area, such that faceless interaction can be avoided.

The Media policy outlines process to be followed when dealing with any of the identified media. These include print and electronic publications as well as radio and television mediums.

The policy operates on the principles of respect for free flow of information, transparency, open dialogue, accountability, and media freedom. This policy is applicable where any contact is made with the media on behalf of or in the name of the SASSETA.

This policy defines how SASSETA should engage with the media to enable SASSETA to speak with a single voice on all matters pertaining to its operations and values. To assure that information is disclosed by SASSETA is timely, accurate, comprehensive, and relevant to all aspects of SASSETA. Adherence to this policy is intended to provide an effective and efficient framework to facilitate the timely dissemination of information.

For the purposes of this policy, media contact includes providing information via media releases or statements, letters to the editor, responding to media enquiries over the phone and via email, interviews or briefings, disclosing information to the media, comments on radio, addressing a seminar or conference where the media are present, and media activities for events, reports, and launches.

## **2. SCOPE AND APPLICATION OF THE POLICY**

This policy outlines the coordination of contact between the organisation and the media. It should always apply to all staff. It is designed to ensure that in all dealings with the media, the organisation acts in a professional, coordinated manner and that all statements made are accurate and appropriate.

### 3. DEFINITIONS AND TERMS

Term	Definition
Accounting Authority	SASSETA Board
Media	The media is any method of communication with other people that are enhanced or mediated in its effect by technology.
Media Liaison	Is the interaction that takes place between the media and the organisation continuously formally or informally to unpack and inform the public about its strategic objectives and programs. This interaction can take place through media statements and press briefings.
Mass Media	Mass media are forms of communication designed to reach large audiences in a single message (including television, radio, press, cinema, webcasting, bulk email, and podcasting), industrial theatre, commuter advertising
SASSETA	Safety and Security Sector Education and Training Authority
CEO	Chief Executive Officer

### 4. POLICY STATEMENT

All engagements with media representatives on behalf of the SASSETA are to be coordinated by the Marketing and Communications department to promote and protect the public image of the organisation, build openness and accountability, and respect the media's legitimate and useful role. This policy guides official media roles within SASSETA. For additional guidance contact the Marketing and Communications department.

### 5. POLICY OBJECTIVES

Objectives of this policy are:

- To create a framework for employees to ensure the use of media meets the professional standards expected.
- To ensure that employees are aware of SASSETA's use of media as a legitimate form of communication with the stakeholders, community and
- To ensure the use of media in a workplace context complies with SASSETA's Code of Conduct and other relevant policies and legislation.

Awareness that comments SASSETA on media will be treated in the same way as any other public statement relating to SASSETA and should only be made by authorised staff members. Authorised staff must be familiar with SASSETA's Media Release Protocol and Media Procedure when posting content.

## **6. POLICY FORMAT AND GUIDELINES**

### **6.1 Background**

SASSETA has a well-established presence across a range of media channels. These channels are used as additional communication and promotion tools to complement our existing communication and marketing avenues. Predominantly media is being used to provide SASSETA employees, stakeholders, and the general public with service updates, information, and an avenue for the public to support SASSETA programs, while also learning about the organisation and our service.

This document aims to establish a process by which SASSETA's official media interactions can be managed with the best interests of SASSETA's brand and reputation in mind.

### **6.2 POLICY CONTENT**

The Marketing and Communications department assists with all communications and media needs of the organisation. The Marketing and Communications department shall serve the organisation as the central resource and primary point of contact for all representatives of the media.

The Marketing and Communications department shall:

- Provide SASSETA with the standards and direction associated with: external news; news releases; protocol in responding to news media inquiries; and monitoring news media.
- Provide information of public and media interest in a professionally prepared format to the news media, including the writing of news releases.
- Arrange interviews for the Chairperson of the Board and the CEO. The CEO may authorise Executive Managers or a subject specialist to participate in a media interview that may require technical knowledge of the subject matter.
- Assist media representatives in locating sources of information at SASSETA.
- Provide advance and concurrent media "coaching" for the Chairperson of the Board, CEO, and Executive Managers in preparation for publicity, such as media interviews; and
- Maintain media contact lists.

### 6.2.1 Interviews

Where specific media requires an interview be it telephonically, face to face, or webcam, the Marketing and Communications Manager will facilitate the interview with the media and the interviewee, his or her supervisor, and the CEO. The Marketing and Communications Manager will request questions or issues to be raised by the media before the interview and prepare/brief the department accordingly and will be part of the interview to ensure that the correct messages are communicated.

The Marketing and Communications Manager will forward written response to all media inquiries except in exceptional or crises where the CEO will be directly responsible for media interaction.

All inquiries and responses must be recorded in the Marketing and Communications department drive (archive system) as well as the Marketing and Communications department filing system to ensure accessibility and management of information.

### 6.2.2 Electronic Media (Radio and Television)

All requests for interviews must be directed to the Marketing and Communications department. The Marketing and Communications Manager will arrange interviews with the relevant Executive Manager or his or her delegate. The Marketing and Communications Manager will plan for the interview, to ensure that interviewees are adequately prepared before the interview for the line of questioning. This will ensure that the correct staff member possesses the relevant information to conduct a fruitful interview that will position SASSETA in the best possible light. Logistical arrangements in terms of venue, time, etc. must be facilitated by the Marketing and Communications department. A copy of the recording will be requested by the Marketing and Communications department.

### 6.2.3 Press Conferences and Media Briefings

Press conferences may only be organised in consultation with the Marketing and Communications Manager. The Marketing and Communications Manager, in collaboration with the relevant Executive Manager, will prepare press kits to package the information according to media use and requirements. The Marketing and Communications department will keep a record of all press conferences and press kits in the central filing system. Press Conferences may be facilitated by the Marketing and Communications Manager. Line departments would provide the details on the subject matter.

### 6.2.4 Media Releases

Media releases will only be issued through the Marketing and Communications Manager. If staff require the release of information to the media, they will contact the Marketing and Communications Manager who will assist in drafting a media release or statement for approval by the CEO.

a. General staff contacted by media

If employees below the level of Senior Manager are contacted directly by a journalist, they will immediately transfer the call to the Marketing and Communications department or the CEO's office.

b. Confidentiality

Personal or contact details of employees, clients, spokespeople, the CEO, or the Chairperson of the Board will not be provided to the media without prior written consent. The release of any information will remain consistent with the organisation's Code of Conduct.

c. Issues Management

All staff will report emerging issues of potential media and public sensitivity relating to the organisation to the immediate attention of the Marketing and Communications Manager. The Marketing and Communications Manager will work with the Chief Executive Officer and appropriate staff to develop a media response.

## 7. SOURCES OF AUTHORITY

This policy is linked to the following documents:

- SASSETA's Code of Conduct
- SASSETA Constitution

## 8. ROLES AND RESPONSIBILITIES

All media inquiries will be referred to the Marketing and Communications Manager immediately, and all media calls will be tended to within one hour, if possible. If unable to comment, the journalist will be referred to an approved list of suitable organisations. All spokespeople will be briefed before interview and debriefed afterward by the CEO or the Marketing Manager.

- 8.1 Chief Executive Officer:** The CEO is responsible for approving all external content for media including media releases, media statements, and letters to the editor. The CEO will be the official spokesperson and will coordinate contact with the media through the Marketing and Communications Manager, or other departments depending on the urgency and the nature of the media content.

**8.2 Marketing and Communications Manager:** The Marketing and Communications Manager, will cultivate relationships with journalists, screen media inquiries, and keep media contact records. Other responsibilities include the drafting or coordination of media releases and statements and coordination of media interviews, development and dissemination of media kits and background material; liaison with appropriate senior management to coordinate responses to media issues and alerting senior management to sensitive or controversial media issues relevant to the organisation.

**8.3 Employees:** Aside from the Marketing and Communications Manager who is mandated with the role of media coordinator, employees below the level of Executive Management do not initiate media contact or respond directly to media inquiries. All employees, regardless of level, will advise the Marketing and Communications Manager or the office of the CEO of likely events, announcements, or issues about their area of work that may attract media interest, and ensure the information provided to the Marketing and Communications team is accurate.

## **9. OVERALL ACCOUNTABILITY TO THE POLICY**

The Marketing and Communications department is accountable and responsible for future amendments or reviews of this policy.

The CEO is accountable for the overall policy implementation and reserves the right to intervene and take necessary steps when the policy is not adhered to. The accountability may be delegated to the relevant department. The Marketing and Communications Manager is responsible for policy implementation within the respective division.

## **10. CONDUCT ABOUT MEDIA INTERACTION**

All members of the media (journalists, sub-editors, editors, producers, freelance journalists, etc.) must be treated with respect and courtesy.

Media responses regarding any aspect of SASSETA should always be 'on the record', which means that everything said to members of the media will be published. Comments will be truthful and accurate, and not include speculation, guesswork, or opinion. They will not include disparaging comments about other organisations or individuals. All media inquiries, and the organisation's responses, are to be logged by the Marketing and Communications Manager.

## **11. POLICY IMPLEMENTATION**

Unless specifically expressed in the document, all policies shall be deemed to take effect on the day it is approved. This policy shall be reviewed every two years or upon significant amendment(s) to SASSETA's regulatory environment.

## **12. VALIDITY OF POLICY**

In an event of any doubt about the authenticity of a policy document, the document signed by the CEO and approved by the Chairperson of the Board shall be considered as the only document with validity and authority in the organisation.