

CHIEF EXECUTIVE'S INSTRUCTION – CEI 9

SUMMARY

Title	Media Protocol				
CEI #	9	File Reference	07/1092		
Owner	General Manager, Corporate				
Version	1.2 Final	Date Approved	01/03/2012	Review Date	Feb 2015

1. OBJECTIVES AND SCOPE

This CEI outlines IBA's media protocols.

2. BACKGROUND (INCLUDING RELATED LEGISLATIVE AND GOVERNMENT POLICY REQUIREMENTS)

The *Aboriginal and Torres Strait Islander Act 2005* (ATSI Act) and the *Privacy Act 1988* detail obligations to clients and penalties regarding disclosure of information.

3. RESPONSIBILITIES

Position	Responsibility
Chair	Approves media statements (verbal & written)
Chief Executive Officer	Approves media statements (verbal & written)
Public Relations (PR) Coordinator	Liaises with media on behalf of IBA and provides media statements for approval

4. INSTRUCTIONS

4.1 General

4.1.1 The Chair, an IBA Director, the Chief Executive Officer or the Chief Operating Officer (where appropriate) may speak to the press on matters associated with IBA. The Chief Executive Officer will provide the Chair or the IBA Director relevant information for liaison with the media.

4.1.2 The Chief Executive Officer may, in certain circumstances approve an IBA employee to speak to the media on a case by case basis.

4.2 Media Contact

4.2.1 All media contact by employees must be approved by the Chief Executive Officer.

4.2.2 Employees must not liaise with the media or make any representations to the media on IBA's behalf without consent from the Chief Executive Officer through the PR Coordinator. This provision includes IBA's business consultants engaged in the Enterprise's branch.

4.3 Media Statements

4.3.1 Only the Chair or Chief Executive Officer, or their nominated representative, may approve media statements on topics or issues relating to IBA. Any employee approached by the media to offer their views or comment regarding IBA is to advise the media that they cannot comment on the subject of the enquiry and that their request will be referred to IBA's PR Coordinator.

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4.3.2 When written media statements are drafted by an IBA branch they must be initially endorsed by the relevant General Manager (GM) who will then submit the statement to the Chief Operating Officer for review and on forwarding to the Chief Executive Officer, or his/her nominated representative, for approval.

4.3.3 Employees must not provide 'off the record' comments to the media.

4.4 Privacy and Legislative Compliance

4.4.1 If information is about the affairs of a person and/or the information is capable of identifying that person, IBA officers must not disclose that information in media statements, without:

- a) evidence that the information is already in the public domain (published);
- b) the written consent of the client in accordance with the 'Disclosure of IBA information for Promotional and Publicity Purposes'; or
- c) written determination by the CEO that disclosure is in the public interest in accordance with the procedures on the Secrecy page on the intranet prepared by the Legal and Governance Branch.

4.4.2 Care should be taken not to release the names or image of recently deceased Indigenous persons. If in doubt a family member should be consulted.

4.5 Issuing of Written Media Statements

4.5.1 Written media statements can only be issued when the necessary approvals have been obtained, as outlined in 4.2.1 and 4.2.2.

4.5.2 Written media statements are issued subject to the availability of the spokesperson named in the statement. When liaising with the IBA PR Coordinator on the development of written media statements, the nominated spokesperson must advise of their availability for media comment to ensure any additional media enquiries prompted by the media statement can be actioned.

4.5.3 Should the spokesperson named in the statement be unavailable for comment at the time the statement is issued, an alternative spokesperson must be nominated by the relevant GM.

4.5.4 All written media statements must be on the [IBA Media Release Template](#), which is available on the intranet.

4.5.5 Written statements must not mention a Minister without prior consultation with the relevant Minister's Media Liaison Officer. The IBA PR Coordinator should be consulted for further information.

4.6 Issuing of Verbal Media Statements

4.6.1 Verbal statements must only be made by the Chair or Chief Executive Officer, or their representative. The PR Coordinator will coordinate this process.

4.7 Media Contact Procedure

4.7.1 Should an employee be contacted by the media, the following procedure must be followed:

- note the person's name and contact details;
- where they are from;
- what information they are seeking and in what timeframe; and
- advise the PR Coordinator immediately and provide the above information.

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5. DEFINITIONS

Media	Media includes all printed, and electronic media including but not limited to newspapers television, radio, internet and social media.
Social Media	<p>Social Media are emerging media which allow people to discuss and share information online.</p> <p>Tools which aid this interaction can include:</p> <ul style="list-style-type: none"> • blogs – opinion article and information that are regularly updated and commented on by others • wikis – web pages allowing users to collaborate and extend information by adding, removing and editing content collectively • podcasting – created by posting an audio file to a website which can then be downloaded via subscription • RSS (Really Simple Syndication) – allows users to receive updated information from websites, blogs or podcasts without having to regularly visit the original site • tagging – the keyword classification of content carried out by users which yield more relevant and useful search results; and • social networking sites such as Facebook, LinkedIn, My Space and Twitter provide a combination of tools designed to help people connect and share information with each other.

6. REFERENCES

Aboriginal and Torres Strait Islander Act 2005

Privacy Act 1988

[IBA Media Release Template](#)

Procedure on Disclosure of IBA Information for Promotional and Publicity Purposes