

Media & Communications Policy

Policy Statement

Cycling Southland is committed to presenting a positive image of itself, its personnel and its business. However, there may be times when adverse publicity either for itself or its sector requires appropriate action and dialog with and through the media, and in these circumstances the following policy will operate.

Scope

The policy shall govern the conduct of all persons formally associated with Cycling Southland in their relationships with members of any form of media including print, radio, television and digital:

- Cycling Southland employees;
- Club members including athletes, coaches, managers and support staff;
- Anyone taking part in Cycling Southland events including riders, commissaires, officials and support personnel;
- Volunteers;
- Parents of junior club members.

Purpose

Cycling Southland aims to work closely with media and will respond to all media enquiries and requests in a timely manner.

Cycling Southland will be proactive in disseminating information about the organisation, the Tour of Southland, the Junior Tour of Southland, track carnivals and other events it hosts, as well as the successes of its athletes and coaches.

Responsibilities

The General Manager is responsible for making appropriate statements to the media. This may be by delegated authority to other staff members. However, if the dialogue is of a more serious nature, only the General Manager should be the spokesperson on operational issues when Cycling Southland's stance or viewpoint is of importance.

Only the President should make comment on significant strategic issues where appropriate or on matters that pertain to the Executive's viewpoint on strategic issues. If asked to comment on such issues, or operational issues, executive members and/or staff should refer the media to either the President or the General Manager, whoever is most appropriate to speak on the issue.

Only the General Manager is authorised to issue media releases, except if he/she specifically authorises a staff member to make comment. Cycling Southland will issue positive media releases as often as possible to advise the public of news, events, etc in a positive manner.

Reporters, photographers, video/motion picture cameras and media recording equipment must gain authorisation from the General Manager before any activity within the SIT Zero Fees Velodrome may occur.

Media enquiries

The first point of call for a media enquiry should be via the Marketing and Communications Co-ordinator or the General Manager. Upon receiving an enquiry, via email or phone call, a decision should be made on who the most appropriate person to comment is.

It is preferred that time be obtained to construct appropriate answers to the questions posed, giving thought to the ramifications of any statement being made.

The person making the statement on behalf of the organisation must be identified and must then give consideration to the answers to be provided, ensuring they maintain the image of Cycling Southland in a positive light.

Topics of a controversial subject must be discussed with the President at the first available opportunity on a 'No Surprises' basis.

Media Statements

As required, media statements may be produced and released on behalf of the organisation. These should be drafted by the Marketing and Communications Co-ordinator or General Manager but must be signed off by the General Manager before release.

Cycling Southland will issue positive media releases with all information detailed as often as possible to advise the public of news, events, etc in a positive manner.

Communication to Members

Cycling Southland produces regular communication to members and interest parties via a weekly email and through regular social media updates.

The weekly email is compiled by the Marketing and Communications Co-ordinator and features a myriad amount of information relating to, but not restricted to, news, events and activities within the organisation. It is sent to a subscription list which is updated as required and requested. The tone for this email should be professional and informative.

Facebook posts can be on a multitude of subjects and are designed to be staggered. They should be written in a professional and engaging style – see the Social Media Policy.

Public Relations

No Executive member, staff member or other person acting on behalf of Cycling Southland shall approve, or in any way support, any action or activity which in any way brings Cycling Southland's name into disrepute.

When approving or initiating the publication of material or the making of statements by any outside agency, the General Manager is responsible for vetting such material to ensure that it is consistent with Cycling Southland's stated values and beliefs or its agreed position on any matter contained.

No one – including Executive members, the General Manager, staff members, members, event participants or volunteers – shall make any statements to the press or any other form of media that are derogatory or in any way damaging to Cycling Southland or its members.

In the event of a newsbreak requiring urgent attention, the General Manager and President can consult on this and approve desired/required action.

As a general rule, public statements about strategy and policies are made by the President and statements about operational matters are made by the General Manager.

Related Documents

Cycling Southland ByLaws(*Code of Conduct & Integrity and Disciplinary Management Policy*)

Internet & Email Policy