



<b>MEDIA POLICY</b>		Document #	Level: Tier 1
		Prepared By: GRC Manager	Date Prepared: 30 January 2018
Effective Date: 1 September 2018	Revision # V2	Reviewed By: PR&CM Committee	Date Reviewed: 6 August 2018

## Purpose

Effective management of contact with the media is essential in maintaining good relationships between the Archdiocese of Hobart ('Archdiocese') and electronic and print media outlets in Tasmania and throughout Australia. To ensure the best possible coverage of Catholic Church issues it is important that established policy and protocol is followed.

The purpose of this document is to articulate Archdiocesan policy governing Catholic and secular media contact and interviews. It deals with the issue of media involvement under three headings:

1. Initiating publicity
2. Responding to media enquiries
3. Participating in media interviews
4. Media accessibility to Church / Parish / School property.

## Scope of Application

This policy applies to the Archdiocese and its agencies including: Archbishop's Office, Parishes, Church Office, CatholicCare Tasmania, Centacare Evolve Housing, Catholic Education Tasmania and the Catholic Development Fund.

This policy may also be used to apply to bodies or committees associated with any of the above agencies, established to progress initiatives under the auspices of the Archdiocese.

## Policy

The Archdiocese Media and Communications Unit (AMCU) determines the whole-of-Archdiocese media policy in consultation with the Archbishop and is the central point for all media contact with the Catholic Church in Tasmania.

### 1. Initiating publicity

- All media releases and/or statements generated by the Archdiocese and its related agencies must be prepared in conjunction with the AMCU. Matters specific to the Church Office or Archdiocesan agencies will also require approval of the Archdiocesan Business Manager and equivalent Head of Agency.
- The AMCU will liaise with the Archdiocesan Business Manager and Heads of Agencies to determine the timing and means of distribution. Releases and statements will only be issued by the AMCU.

- Archdiocesan workers are to supply details of forthcoming public events, including media launches, forums and events, in a timely manner to the AMCU.
- All Archdiocesan workers are to inform the AMCU of the potential/possibility for publicity surrounding Archdiocesan and agency activities.

## 2. Responding to media enquiries

- All media inquiries received by Archdiocesan workers must be re-directed immediately to the AMCU, or to their direct manager or Head of Agency in the event the Unit is unavailable, if the matter is deemed urgent. The latter includes all contact by media personnel seeking interviews, or background information. Archdiocesan workers should not provide background material or have off-the-record discussions with journalists without specific permission from the Archdiocesan Business Manager or respective Head of Agency.
- ACMU staff will refer the inquiry to the appropriate manager or agency executive.
- ACMU will take a course of action, which may include one or more of the following:
  - Responding directly to media (where appropriate)
  - Requesting the required information from the relevant business or services unit manager or executive
  - Seeking further clarification from the appropriate business or services unit manager or executive
  - Requesting an Archdiocesan worker to liaise with the media on the issue (this will only be for non-religious issues and will normally be organised through the ACMU).

NB: The ACMCU does not tell journalists that they can contact Archdiocesan workers directly. All journalists must be directed to the AMCU, or to the relevant program manager or Head of Agency.

## 3. Participating in media interviews

The primary authorised spokespersons for the Archdiocese of Hobart and the Catholic Church in Tasmania are the Archbishop of Hobart and Archdiocesan Business Manager. The Vicar General and Chancellor are authorised to speak on Church matters when the Archbishop and/or Business Manager are unavailable. In the absence of the Archbishop from the diocese on leave or overseas, the Vicar General is his proxy spokesperson.

Parish Priests may provide comment to the media in relation to their specific parish activities, however it is recommended that advice is sought from the AMCU before engaging with the media or answering media inquiries.

### **CatholicCare Tasmania (including Centacare Evolve Housing):**

Apart from the Archbishop and Business Manager, the Executive Director is the authorised spokesperson.

### **Catholic Education Tasmania:**

#### **Tasmanian Catholic Education Office, Tasmanian Catholic Education Commission, and Catholic schools and colleges:**

The only authorised spokespersons for the Tasmanian Catholic Education Office (TCEO) are the Director and Deputy Director. The only authorised spokespersons for the Tasmanian Catholic Education Commission (TCEC) are the Chair and Chief Executive Officer.

Catholic school and college principals, or their nominated delegates, are the authorised spokespersons for their individual school/college community.

**Blueline Laundry:**

The spokespersons for Blueline Laundry is the Chief Executive Officer.

**Catholic Development Fund:**

The spokespersons for Catholic Development Fund are the Business Manager and the Chief Financial Officer.

**Other:**

There may be occasions when it is appropriate for Archdiocesan workers (preferably the manager of the business or service unit) to give media interviews to promote a particular program or event. The Archdiocesan Business Manager, or respective Heads of Agencies may grant permission for a particular worker to participate in a media interview if he/she considers there is no religious, political or financial content involved.

- If workers are contacted by the media with a request for an interview, they must follow the procedure outlined under *Responding to Media Enquiries* above
- Workers engaged in media publicity on Archdiocesan programs and events (e.g. Palm Sunday, 'Walk with Christ') must consider the likelihood of journalists requesting interviews, and request permission to conduct media interviews at the earliest possible time
- Workers must send details of a request (or anticipated request) from a journalist by email to the Manager, Communications and Marketing, or Head of Agency. The request must outline the following:
  - The name and position of the requesting worker
  - The name/s of the media outlets likely to request interviews
  - A brief summary of what will be covered
  - An indication of the likely timeframes.
- The AMCU will inform the Archdiocesan Business Manager, or respective Head of Agency as appropriate, of all interview requests
- AMCU staff will assess the request, liaise with the Archdiocesan Business Manager or respective Head of Agency to seek approval, and advise the requesting worker of the decision
- If the request is approved, AMCU staff will monitor each interview by requiring that:
  - The interview is to be recorded as it is being conducted. If a worker does not have access to recording equipment, a digital recorder (and instructions) may be borrowed in advance from the AMCU.
  - AMCU staff are to be advised if the interviewer crosses into non-authorized (religious, political, financial or unanticipated) areas. AMCU staff will then liaise with the Archdiocesan Business Manager, and/or Head of Agency as applicable to discuss any action that needs to be taken in response to the transgression.
  - The placement and timing of the finished news item/interview is monitored so that the AMCU can act on the outcome if necessary.

Only authorised spokespeople are permitted to speak or write in the name of the Archbishop of Hobart, the Archdiocese of Hobart, or its associated agencies in any public forum, including community meetings, Catholic or secular media, the internet or social media.

In all other circumstances Archdiocesan workers are not permitted to speak or write publicly about or on behalf of the Archbishop of Hobart, Archdiocese of Hobart or its associated agencies unless authorised to do so by the Archbishop of Hobart or the Archdiocesan Business Manager or respective Head of Agency always in consultation with AMCU.

**4. Media Accessibility to Church / Parish / School property**

Archdiocesan buildings and land have both public and private access. However, media access to property requires prior approval from the respective Head of Agency, parish priests, or school principals. The AMCU should be notified of media requesting access to properties.

News conferences and interviews should be scheduled in conjunction with the AMCU.

## **Definitions**

**Head of Agency:** In the context of this Policy, 'Head of Agency' refers to the executive manager or director of respective agencies including: CatholicCare Tasmania, Catholic Education Tasmania, Catholic Development Fund, Centacare Evolve Housing or Blueline Laundry.

**Worker:** Anyone who is acting in support of the Mission of the Archdiocese, including workers, contractors and volunteers.

## **Related Documents**

Workplace Behaviour Policy  
Respective Agency Social Media policies and guidelines

## **Changes to this policy**

The Archdiocese will review this policy from time to time and updates are available on the website.

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## **Policy approved by:**

Most Rev Julian Porteous, Archbishop of Hobart,  
11 August 2018