

# Easy Reference Sheet

## MEDIA POLICY

July 2022

### Introduction

The media is a powerful tool to promote awareness of Wildcare and our work and of the challenges facing our wildlife today.

As a volunteer-based organisation, Wildcare respects the right of our members to express themselves and to speak out about wildlife related issues provided the information is accurate, it is not contrary to the Wildcare values, could potentially damage the group's reputation or breach any legislation or codes of practice.

### Purpose

The purpose of Wildcare's Media Policy is to outline the procedure for engaging with media to ensure **accurate, effective** and **positive** communication of Wildcare's image and values with regards to wildlife related issues that Wildcare and/or its members may become involved with.

### Definition

Media refers to all means of mass communication which reaches out to influence people widely and includes the channels of broadcasting, publishing and the internet. The platforms include printed media, digital/social media, news media, photographs, film, advertising and petitions.

**This document is to be read in conjunction with the Wildcare Easy Reference Sheet (ERS) on Social Media Policy and ERS on Procedure for Using Wildlife for Media Purposes.**

### Scope of Policy

All media enquiries should be referred to the Wildcare President and/or Media Coordinator prior to any representation being made.

It is imperative that members understand the difference between speaking out as an individual, voicing your opinion as a passionate wildlife worker, and giving an official statement or interview representing Wildcare as an organisation.

If you have been directly approached for a story in the media, please confirm the credentials of the media worker and name of the media agency. Please obtain a name and contact number and try to ascertain the angle of the story they are after. You should clarify if they are asking for a comment from you in your private capacity or as an official representative of Wildcare. Do not provide any comment on behalf of Wildcare, or in your capacity as a Wildcare member, until you have discussed it with the President and/or Media Coordinator.

The use of the Wildcare logo, branding and letterhead for media releases or statements and the use of Wildcare images and photographs can only be authorised by the Wildcare President.

It is important for Wildcare members to appreciate that it is easy for media representatives to take comments (official or otherwise) out of context, and this could result in inaccurate information being conveyed by the media outlet. It is Wildcare's policy that as much as possible, statements to the media are provided in a written format to prevent misunderstandings or inaccuracies.

Where members wish to speak on behalf of themselves and not represent Wildcare, it is important that Wildcare is not implicated. Actions such as those listed below, would constitute representing Wildcare:

- Wearing a Wildcare uniform (t-shirt, embroidered jacket, hat)
- Footage/photo of a personal vehicle displaying Wildcare-branded car magnets
- Identifying yourself as a Wildcare member (as opposed to "a wildlife rescuer" or "a wildlife volunteer")
- Crediting photos to Wildcare
- Referencing Wildcare by providing links to our social media pages, website or including the Wildcare Hotline number.

### Contact

If you require further clarification on this Policy, please do not hesitate to contact the Wildcare President and/or Media Coordinator. We are more than happy to provide guidance and clarification to ensure that important messages regarding our wildlife are conveyed accurately.