

# WAIS Media Policy

**Owner:** Public Relations

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WESTERN AUSTRALIAN INSTITUTE *of* SPORT

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## **1. Media Policy**

The relationship between WAIS and the media is essential to promote the interests of WAIS, our sponsors and the wider sporting community.

The WAIS media policy is referred to in the athlete terms & conditions and is applicable to all coaches, staff, and athletes at WAIS. Strict adherence to the policy is critical to ensure the objectives, image and values of WAIS are protected and positively developed within the community.

It is the WAIS philosophy to maximise the exposure of the Institute through all sections of the media (print, radio, television and digital) locally and interstate with a view to:

- 1.1** Maintaining athlete integrity and the integrity of WAIS
- 1.2** Increasing the positive profile of WAIS and its athletes
- 1.3** Increasing the brand awareness of WAIS through staff and athlete apparel
- 1.4** Ensuring athlete performance is not compromised
- 1.5** Providing professional service to the media while building strong relationships with them

## **2. Media Request Process**

Media seeking contact with a WAIS athlete or staff member are required to do so through the WAIS Corporate Communications team. The following process should be followed at all times:

- 2.1** Media contact the Corporate Communications team and submit a request
- 2.2** Once a request is received:
  - 2.2.1** The Corporate Communications team will manage the request and arrange a mutually suitable (for interview subject and media) time for the media activation to take place; or
  - 2.2.2** The media will be given clearance to contact the consultant/coach/athlete directly (Only in cases where the subject is experienced in media requests and has been contacted for permission by WAIS Corporate Communications).
- 2.3** Athlete/Staff will be given prior notice of their media responsibilities and where possible will be briefed on likely questions and typical responses.
- 2.4** Athlete/Staff can contact WAIS Corporate Communications for assistance and/or advice relating to media requests at any time.
- 2.5** Athletes should always try to include reference of support that WAIS provides or acknowledge the staff or coach in their interview where appropriate.

- 2.6 If you are approached directly by any media outlet asking for an interview about a topic you would rather not discuss, you do not have to speak with them. You should re-direct them to WAIS Corporate Communications.
- 2.7 Similarly, any athlete/staff approached directly by media for any media requests can re-direct the request to WAIS Corporate Communications for management.
- 2.8 WAIS Corporate Communications will always consult with a coach or athlete and advise them of the media request prior to any commitment being made with any media.

### **3. Contractual Obligations**

The WAIS Athlete Agreement prescribes the athletes responsibilities to the Institute as:

- 3.1 The Athlete acknowledges and agrees that he/she will not, without the prior written approval of the Executive Director or any person authorised by the Executive Director for such purpose supply any information by any means to the media or make any public statements relating to the activities or policies of WAIS.
- 3.2 The Athlete acknowledges and agrees that he/she will consult the WAIS Corporate Communications Department prior to any approved media interview to ensure consistency of the WAIS message and integrity of the brand is upheld at all times.

### **4. Media Releases**

All WAIS Media Release/Statement/Alerts are to be produced only by the Corporate Communications team. No other member of staff is permitted to issue a Media Release/Statement/Alert unless authorised to do so by the Executive Director.