

**Media Policy**

This policy will be reviewed on an ongoing basis, at least once a year. NAPA will amend this policy, following consultation, where appropriate.

Date of last review: 05/10/2021

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**Purpose and scope**

The purpose of this media protocol is to:

This policy was developed in order to clarify responsibility and usual levels of involvement in dealing with media organisations – particularly where there are occasions affecting NAPA’s profile and reputation. It
also clarifies responsibility and processes for communicating via digital media and visual media.

This document is intended for both staff and volunteers and the purpose is both to protect the reputation of the organisation and, more proactively, to promote a positive public image of the organisation.

**Requirements**

 • All enquiries or requests from the media must, in the first instance, be directed to the Chief Executive.

• All news releases, statements, first person pieces, interviews, press briefings, visits and conferences should be issued and co-ordinated via the CEO and or his/her nominated representatives. Unless the employee/volunteer’s specific role includes talking to the press or media, then all requests and comments about NAPA should be made through the CEO or by their nominated representative.

 • NAPA will approve all quotes and statements attributed to them. The CEO will have final sign off on any news releases and statements before issue or publication.

 • No member of staff or volunteer at NAPA should give direct comments to the media about the charity without the organisation’s explicit consent.

• The NAPA trustees will consider, approve and monitor the delivery of the plans for PR and Media as part of an overall Marketing and Communications Strategy.

**Spokespeople**

 • The Chair & Chief Executive will act as the key spokespeople for NAPA. This will involve having statements attributed to them, undertaking media interviews and press briefings, taking part in media calls and conferences, writing features and first-person pieces.

 • From time to time, individual Trustees of NAPA may also be asked to take part in planned PR and media opportunities.

 • Other members of staff and members of sub-boards must not act as spokespeople for NAPA unless the CEO has authorised them to speak on a particular issue. In such cases the CEO will consider and agree who is the most appropriate spokesperson, taking into account the nature of the enquiry or media activity.