

Media Communications Policy

Policy Number	023	Version	2.0
Approved by NTSA Governing Council	August 2025	Review Date	2027

1 Purpose

This policy outlines the protocols and responsibilities relating to media communication on behalf of the National Trust of South Australia (NTSA), ensuring that all public statements and media interactions are accurate, consistent and aligned with the organisation's value and objectives.

2 Scope

This policy applies to all NTSA Council members, staff, volunteers and affiliated branch representatives, contractors and consultants.

3 Authorised Media Spokesperson

Only the following individuals are authorised to speak to, issue statements or engage with the media on behalf of the NTSA:

- 3.1 The Chief Executive Officer (CEO), or
- 3.2 The President, or
- 3.3 The Vice President, *and therefore*
- 3.4 No other individuals or representatives are permitted to make public or media statements on behalf of NTSA under any circumstances, **unless they have received prior written delegation of authority from the CEO or President.**
- 3.5 On these occasions, when appropriate, other NTSA staff may be directed by the CEO or President to act as NTSA spokesperson particularly where individuals have a specific knowledge or understanding of an issue.
- 3.6 Designated authorised representatives from Branches are encouraged to continue to communicate with their local media to promote local NTSA events but unless there are exceptional circumstances, branches are not allowed to liaise on any other matter.
- 3.7 In general, if NTSA Council members, staff, volunteers and affiliated branch representatives, contractors or consultants are contacted by the media, they should decline to comment on National Trust matters and refer the inquiry to the CEO, President or if appropriate a person with delegated authority.

- 3.8 The CEO is to ensure that the President is kept informed of any contact with the media or of any issues likely to be reported, *and*
- 3.9 In the instance of 'controversial matters' all Councillors are to be informed.
- 3.10 The CEO is to endeavor to 'clear' any planned media statements or comments with the President, Vice President or, if relevant, a person with delegated authority prior to the **Media Release**.

4 Pre-Approval of Statements

All media statements, press releases, interviews and or public commentary must be formally pre-approved by the CEO, President or Vice President.

This requirement applies to any form of communication, including but not limited to:

- 4.1 Television, radio and print media
- 4.2 Online news platforms
- 4.3 Social media channels
- 4.4 Public forums, events or commentary concerning NTSA operations, policies or viewpoints.

Statements made without prior approval are considered unauthorised and may result in corrective action.

5 Unavailability of Authorised Spokesperson

If the CEO, President, Vice President or any delegated spokesperson is unavailable to respond to a media enquiry, **no comment is to be made**.

Under no circumstances should NTSA Council members, staff, volunteers and affiliated branch representatives, contractors or consultants:

- 5.1 Speculate on NTSA's position, *or*
- 5.2 Provide unofficial responses, actions or policies *or*
- 5.3 Attempt to speak on behalf of the organisation.

6 Media Enquiries Protocol

All media enquiries must be immediately referred to the CEO, President or Vice President.

No one else is authorised to respond to or acknowledge media requests.

7 Breach of Policy

Any breach of this policy may result in disciplinary action in line with NTSA governance procedures.

This includes, but is not limited to:

- 7.1 Formal warnings
- 7.2 Revocation of delegated responsibilities
- 7.3 Termination of membership, volunteer, employment roles or contracts.