

Media relations

Category:	Community	Version:	1
Date of Issue:	01-11-08	Contact:	Farm Promotions Officer

Purpose

To provide guidelines for members and staff when they interact with the media. Interaction with the media in a not-for-profit context requires careful attention to a range of factors, in particular, political and cultural sensitivity. As Northey Street City Farm represents a diverse range of members as well as the philosophy of permaculture, the positive management of this interaction is in the best interest of all.

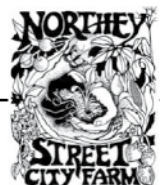
This policy applies to public speaking engagements, comments in the media and views in letters to the press, or in books, journals, or notices, where it might be expected that the publication or circulation of comments will spread to the community at large.

Policy

1. The Farm seeks to speak with a strong voice on all matters relating to its operations and the principles of permaculture, and to promote its reputation in the community as a place for learning about sustainable living in the city.
2. The Farm members, volunteers and staff have many allegiances: to their profession, their lifestyle principles, to The Farm, and to the community at large. These allegiances are not always in harmony. A Farm member must weigh the importance of these allegiances in each particular set of circumstances.
3. It is not acceptable for members to engage with the media in any activity or comment that is designed to bring The Farm into disrepute.
4. On or off-site, members should refrain from representing themselves as spokespersons for The Farm unless authorised to do so. Official statements in the name of The Farm must be authorised by the Farm Promotions Officer.
5. Media statements should be politically unbiased as The Farm is a diverse community and represents many members and viewpoints.
6. Where possible, any written text should be scripted by the Farm Promotions Officer, i.e., formally through a press release. This provides greater opportunity for accuracy of details and provides the opportunity for Farm details (e.g., market times, nursery and course details, volunteer opportunities, coming events) to be promoted.
7. When television crews approach The Farm for coverage, an agreement should be made to mention The Farm by name, the relevant enterprises, our name and website in the credits. These and any other negotiated details are to be signed-off in an agreement by the producer before filming. This is because in the past, The Farm has made huge efforts to cater for such shows, with little or no credit, acknowledgement or promotional benefit.

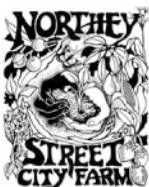
Procedures

1. Only authorised members of staff are to represent The Farm in media statements. This is to reduce the risk of adverse publicity due to inaccurate or inappropriate sharing of information.
2. When approached by the media to conduct an interview/story, etc., the appropriate team coordinator should be contacted immediately, who will liaise with the Farm Promotions Officer to provide a statement or the like.
3. Media releases and statements should include the full Northey Street City Farm name, the contact name of the Farm Promotions Officer or appropriate team coordinator, the office phone number (07



policy and procedures manual

3857 8775) and where possible, The Farm mission statement (A place for learning about living sustainably in the city) and address: cnr Northey & Victoria Sts, Windsor, QLD.



northey street city farm

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