



MEDIA POLICY

Adopted by the Board: [7 June 2004]

1 Purpose

- 1.1. This Policy is designed to assist ANZSLA to continue its role as the pre-eminent sports law association in Australia and New Zealand.
- 1.2. ANZSLA is committed to promoting awareness and recognition of its 'brand' by the use of its logo, the ANZSLA website and the media.

2 Goals

- 2.1. The Board is responsible for the establishment of an ANZSLA Media Database which includes key contact details (phone number, e-mail address and fax number) of key journalists to be associated with ANZSLA. The Board may delegate this task to the Executive Manager (*EM*). However, Board Members are encouraged to initially provide information of existing contacts to the EM.
- 2.2. Maintenance of the ANZSLA Media Database is critical in strengthening the relationships between all parties involved.
- 2.3. Contacts for relevant publications should include print and electronic media both in Australia and overseas.

3 Procedures – How to deal with the media

- 3.1. As a general rule, the President will act as the ANZSLA media spokesperson.
- 3.2. If the President is unavailable, other board members may be delegated by the President as media spokespeople as required.
- 3.3. Media releases will be sent out with the authority of the President and at least three (3) other board members.
 - (a) Media release should be on ANZSLA letterhead in accordance with the *Logo Guidelines*.