



# Media Relations Policy

A/4.6

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## Purpose

The Uniting Church in Australia, Queensland Synod is an extensive network comprising Synod enterprises and committees; 19 schools and residential colleges; over 520 health, care and social support services; and eight presbyteries with approximately 250 congregations and their communities.

This policy ensures that media enquiries are dealt with in a prompt, coordinated manner and continue to uphold, protect, and further enhance the reputation, professional and credible image (brand) of the Uniting Church in Australia, Queensland Synod.

## Scope

This policy applies to:

- all ministry agents and all members of the Uniting Church in Australia, Queensland Synod.
- all lay staff, volunteers and contractors engaged in work and activities of the Uniting Church in Australia, Queensland Synod.

Compliance is achieved through adherence to the principles.

## Policy

1. The Moderator is the only person authorised to speak and issue media releases and statements on public issues on behalf of the Uniting Church in Australia, Queensland Synod (see regulation 3.6.3.2(g)); and issue media releases in the name of the Queensland Synod on matters of public interest (Qld By-Law Q2.3.5(h)).
2. The General Secretary is authorised to speak on activities and topics relating to Queensland Synod office.
3. The CEO UnitingCare Queensland is authorised to speak on UnitingCare Queensland issues, activities and topics.
4. The CEO of Wesley Mission Queensland is authorised to speak on Wesley Mission Queensland activities and topics.
5. The Moderator and General Secretary are to be promptly notified of all issues that are likely to create media attention before public statements are prepared and made.
6. Presbytery chairs and ministers are authorised to make comment on their regional church topics and activities; and people in congregational ministry are authorised to make comment on their local church topics and activities. The Communications Coordinator or Manager, Communications and Marketing must be notified prior to engaging media.
7. Members of the Queensland Synod as defined in the scope of this policy are not permitted to make any form of comment to the media about the church as representatives of staff, or officials of the Queensland Synod, unless approved (refer principle 2).
8. Should media representatives contact staff directly seeking information or comment, staff must not divulge information or attempt to answer questions. No comment is to be made citing "I am not authorised to make comment" and the matter referred. They must take down the name, contact details and the reason for the enquiry and pass the information immediately to the Communications Coordinator or the Manager, Communications and Marketing. A media enquiry form for this purpose is available on the Intranet.
9. Please refer to the media relations process PRO-COM-06 for detailed guidelines.



10. To support the implementation of this policy and process, Communications and Marketing will:
- maintain a list of contact numbers for all relevant media outlets
  - ensure that all material produced for the media is of the highest quality in presentation, accuracy and content.
  - maintain positive relationships with media representatives.

## Related documents

[POL-0001 Privacy](#)

[POL –PEO-14 Social Media Policy](#)

A/4.6.1 Media Relations Process

## Definitions

Term	Meaning
<b>Queensland Synod, we or us, or the Church</b>	Queensland Synod means the functions and activities of the Uniting Church in Australia: <ul style="list-style-type: none"><li>• within and in relation to the bounds of the Queensland Synod; and</li><li>• outside the bounds of the Queensland Synod (where managed by parts of the organisation located within the bounds of the Queensland Synod), under the Uniting Church in Australia Act 1977 (Qld).</li></ul>
<b>Media</b>	Refers specifically to external sources, be they radio, television, newspaper, digital or online
<b>Members</b>	Means Uniting Church adherents, confirmed members, baptised members, elders, members-in-association, ministry agents and individuals who are members of any Uniting Church in Queensland church council, commission, committee or board.
<b>Ministry Agents</b>	Includes church candidates, community ministers, deacons, deaconesses, interns, lay pastors, ministers of the word, pastors, youth workers and ministers from other denominations serving in approved placements
<b>Lay Staff</b>	All employees of the Queensland Synod
<b>Volunteers &amp; contractors</b>	People who are not employed directly by the Queensland Synod, but are working for it in either a paid or unpaid capacity

## Revisions

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Version	Approval date	Approved by	Effective date	Policy owner	Policy contact
2.0	06.03.2020	Executive Director, Shared Services	06.03.2020	Manager, Communications and Marketing	Communications Coordinator
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