Currumbin Beach Vikings Surf Life Saving Club Inc.
Media Policy

Policy Register Number: **CSLSC1.10**

Original Issue Date: 13th August 2020
Approved By: Club Council
Approved on: 13th August 2020
Scheduled Review date: 10th November 2022

Background:

The objective of this policy is to ensure that all members of the Currumbin Beach Vikings Surf Life Saving Club Inc. are aware that there is never an obligation to speak to the media and there are certain protocols relative to any dealings with the media that need to be followed as specified below. Always remember that any comment made by a surf lifesaver is assumed as the overall position of SLSQ.

Purpose:

All club members to fully appreciate the magnitude of their responses to media enquiries, and:

- Only comment on issues that specifically relate to surf lifesaving within the club jurisdiction and only when given permission to do so
- Only an appointed Club Spokesperson(s) may make any comments on behalf of the club and/or make contact with the media to promote club events, initiatives, activities, etc.
- If questions relate to anything outside normal club activities refer any media queries to the Club CEO

Scope;

Appointed Club Spokespersons

- For rescues, beach activity, safety warnings on patrol, and general patrol activity the Patrol Captain on duty and/or Club Captain may speak with media
- For all other contact, regarding any Club matter, the Club CEO, President or person(s) appointed by the CEO or Club President are the only members who can speak with media.

Incidents
The chain of communication for dealing with the media remains uniform across Queensland and is designed for the staff of SLSQ to support the actions of volunteers on the beach

- 1. When an incident occurs the Patrol Captain must inform Surfcom who will notify the Duty Officer (DO). The DO will advise if any comment is applicable and arrange a spokesperson if necessary
- 2. If an incident occurs outside SurfCom hours, contact the Lifesaving Services Coordinator (LSSC)– regardless of time or day
- 3. In general, for media inquiries about incidents specifically to Currumbin Beach, the Club Captain or Patrol Captain may comment (such as a rescue, first aid, shark sighting, etc) provided the Duty Officer/Lifesaving Services Coordinator has approved

- 4. If the issue is serious, such as a drowning, the Lifesaving Services Manager (LSSM) or Media and Communications Executive (MCE) will appoint an appropriate spokesperson. The Club Captain and Club President should also be informed
- 5. For media inquiries on other incidents in the region refer them to the Duty Officer (DO)/Lifesaving Services Coordinator (LSSC)
- 6. When dealing with persistent media, members are reminded to be considerate and polite at all times. Never say "No Comment". This only makes the media more interested in finding information. Instead, use the phrase "I am unable to comment on this issue, but I will introduce you to the Patrol Captain/President/Duty Officer/Lifesaving Services Coordinator who will be able to assist you"
- 7. Never give out names of patients, exaggerate the incident, give your opinion or criticise the actions of those involved in an incident.

Club Promotion

- 8. Promotion of positive stories, such as member awards, newsworthy rescues, first aid treatments (on or off the beach), safety warnings (EG: marine stingers, rips, big surf) are encouraged
- 10. All media releases must be printed on Club letterhead and authorised by the Club CEO or President
- 11. If doing any cross promotion with other corporate identities the promotion must be mindful of state-wide sponsorship relationships which exist through SLSQ.
- 12. Any stories or photos related to the club (eg: nipper activities, surf sports, lifesaving events or club promotions) can only be passed onto the media by an approved spokesperson as appointed by the Club CEO, Club President or by the Club CEO or President themselves