



NEW ZEALAND INSTITUTE OF PROFESSIONAL PHOTOGRAPHY

MEDIA RELATIONS POLICY

1. SCOPE

This policy covers all communications to the news media including: press releases, interviews, press conferences and briefings, formal statements and other information or material given to news media representatives including newspapers, magazines, trade publications, radio and television stations, and any other electronic or print media which serves as an information outlet.

2. AUTHORITY

The Executive Director is the Institute's primary media contact, and will handle all enquiries from news media representatives. The Executive Director will obtain all pertinent information to the enquiry, in order to make a decision on the appropriate action. This ensures consistency of information being disseminated, and ensures a central record is kept for historical purposes and future reference.

- a. The Executive Director has the authority to handle media enquiries relating to generic issues relating to the professional photography industry, such as statistics where available, advice on standard terms and conditions, or information on professional conduct. Any statements issued should be consistent with official policy or guidelines.
- b. Where there is no official recorded statement or policy on a particular issue, the enquiry will be immediately referred to *nzipp Board by the Executive Director for discussion and decision. The Executive Director will then advise the Institute's position to the relevant news media representative to ensure consistency and clarity in *nzipp's external communications.
- c. In the event that the Executive Director is unavailable, enquiries should be directed in the first instance to the *nzipp President, or if also unavailable, to the Director most relevant to the enquiry (ie Commercial Director or Wedding & Portrait Director). All communication must either be copied to the Executive Director or reported to the Executive Director immediately to ensure that no conflicting messages are disseminated, and also for the purposes of historical record-keeping.

3. PROVISION OF INFORMATION

*nzipp is committed to openness regarding its affairs and modus operandi, but the Privacy Act places some limits on the type of information that may be divulged about its members. All requests for information must be provided in writing and addressed to the Executive Director, who has responsibility for researching and answering such requests. Requests for

information will be acknowledged within two working days, and answered in full within five working days, unless the query demands further research, in which case the enquirer will be advised of a provisional timeframe for the research to be completed.

4. LEGAL IMPLICATIONS

In the event that a media enquiry has far-reaching legal implications, the Executive Director will seek guidance from the *nzipp Board as to whether legal advice should be sought from the Institute's lawyers.

5. PRESS RELEASES/VOLUNTARY COMMUNICATION WITH THE MEDIA

Unless excepted above, an advanced copy of all press releases, opinion pieces or statements relating to the Institute must be provided to all members of the *nzipp Board no less than 2 days before distribution, with greater notice where possible. Any such releases must convey the Institute's official line, and not the personal views of the author.

a. National

National level news is defined as information relating to national or policy issues, which may contain quotations from one or more Board members. Copy must be approved by the entire *nzipp Board before release.

b. Regional

Regional level news is defined as information dealing with regional issues, which may contain quotations from one or more Regional officers. Advance copy must be provided to the *nzipp Board at least 2 days prior to release.

6. INSTITUTIONAL CRISIS PLAN

A crisis is any event that can have a major impact on the image and long-term reputation of *nzipp. A crisis can involve one or a combination of people and factors, and take many different guises, ranging in severity from death, injury, false accusations, criticism of the Institute's governance or policies, more direct criticism of one or more of the Institute's members, or a number of other potential problems. In the event of a crisis, the *nzipp Board will create a crisis management team comprising suitable personnel. This team will then determine the Institute's response to the crisis and formulate an appropriate course of action.

7. CONTACT DETAILS

Executive Director: Phillippa Boa
PO Box 18527, New Brighton, Christchurch
Email: info@nzipp.org.nz

President: Margaritha Straw
Email: president@nzipp.org.nz

Commercial Director: Craig Robertson
Email: commdr@nzipp.org.nz

Wedding & Portrait Director: Johannes van Kan
Email: wpdr@nzipp.org.nz