

Rotary Australia World Community Service (RAWCS) Press Release Policy

Policy Statement: This Press Release Policy is established to ensure consistency, accuracy, and professionalism in the communication of information by Rotary Australia World Community Service (RAWCS) to the public and media. It aims to guide RAWCS representatives, volunteers, and partners in the creation and distribution of press releases to maintain a positive public image and effectively convey RAWCS's mission and activities. This policy, where possible will also apply to any press releases disseminated by social media.

Purpose: The purpose of this policy is to provide guidelines for the creation, approval, and distribution of press releases to ensure that RAWCS's communication aligns with its values, promotes transparency, and maintains a consistent and positive image.

Scope: This policy applies to all RAWCS representatives, including but not limited to board members, staff, Rotarians, and partners, involved in the creation and dissemination of press releases.

Guidelines:

1. Authorization and Approval:

- Only authorized representatives designated by RAWCS, such as the CEO, Board Chair, Communications Manager or a designated spokesperson, are allowed to create and approve press releases.
- Press releases should be reviewed by the appropriate Activity Managers, Chair or project leaders before submission for final approval.

2. Accuracy and Integrity:

- All information presented in press releases must be accurate, up-to-date, and aligned with RAWCS's mission and values.
- Avoid misleading statements, exaggerations, or unsupported claims.

3. Timeliness:

- Press releases should be timely and relevant. Ensure that the information is current and supports the organization's objectives.

4. Consistency:

- Maintain consistency in messaging and branding across all press releases to reinforce RAWCS's identity.

5. Target Audience:

- Tailor press releases to suit the intended audience, whether it be the general public, donors, partners, or the media.

6. Respect for Privacy:

- Respect the privacy and confidentiality of individuals and organizations involved in RAWCS projects. Obtain consent before including personal details or sensitive information.

7. Crisis Communication:

- A protocol for handling press releases during crises or emergencies to ensure a coordinated and effective response. Such protocol will be agreed to by the Executive Committee on a case by case basis.

8. Media Contacts:

- Designate specific media contacts within RAWCS for handling press inquiries. These contacts should be trained to provide consistent and accurate information.

9. Multimedia Elements:

- Include relevant multimedia elements such as images, videos, and quotes to enhance the impact of press releases.

10. Distribution Channels:

- Utilise appropriate channels for press release distribution, including press wires, media contacts, RAWCS website, and social media platforms.

11. Monitoring and Evaluation:

- Regularly monitor media coverage and public responses to press releases. Evaluate the effectiveness of communication strategies and make adjustments as needed.

Review and Amendments: This Press Release Policy shall be reviewed annually and updated as necessary. Amendments may be made to reflect changes in RAWCS's structure, operations, or external factors affecting communication strategies.