



South West Academy of Sport

Media Policy

Owner:	South West Academy of Sport
Version:	1.00
Approved By:	SWAS Board
Effective From:	1 st October 2008
Last Reviewed:	1 st October 2008

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1. Media Policy

The relationship between the SWAS and the media is essential to promote the interest of the Academy, our sponsors and the wider sporting community.

The SWAS media policy is referred to in the athlete terms & conditions and is applicable to all coaches, staff, and athletes at SWAS. Strict adherence to the policy is critical to ensure the objectives, image and values of SWAS are portrayed consistently and positively developed within the community.

It is the SWAS philosophy to maximise the exposure of the Academy through all sections of the media local and interstate with a view to:-

- Maintaining athlete integrity and the integrity of the Academy
- Increasing the positive profile of the Academy and the athletes
- Increasing the brand awareness of the Academy through staff and athlete apparel
- Ensuring athlete performance is not compromised
- Providing the best and most professional service to the media while building strong relationship with them.

2. Interview Process

One of the ways media seek to gain an interview with a SWAS athlete is through SWAS Marketing. If this occurs, the following process is followed at all times:

- Media contact the CEO and submit a request
- Once request is received:
 - The CEO will contact the person in question (consultant, scientist, coach and athlete) and in turn contact the media with regards to details; or
 - The media will be given clearance to contact the consultant/coach/athlete directly.
- Athletes will be given prior notice of their media responsibilities and where possible will be briefed on likely questions and typical responses.
- **Athletes should always try to include the support SWAS provides or mention the staff or coach in their interview where appropriate. A great way to assist is to ask the journalist to include SWAS in the caption under the photograph or include SWAS scholarship holder in the article.**

If you are approached directly by any media outlet asking for an interview about a topic you would rather not discuss, you do not have to speak with them. You should re-direct them to the SWAS CEO.

The CEO will always consult with a coach or athlete and advise of the media request prior to any commitment being made with any media.

3. Contractual Obligations

The SWAS Athlete Agreement prescribes the athletes responsibilities to the institute.

Section: 3.4 Media and Public Statements

- The Athlete acknowledges and agrees that he/she will not, without the prior written approval of the CEO or any person authorised by the CEO for such purpose, supply any information by any means to the media or make any public statements relating to the activities or policies of SWAS.
- The Athlete acknowledges and agrees that he/she will consult the CEO of SWAS prior to any approved media interview to ensure consistency of the SWAS message and integrity of the brand is upheld at all times.

4. Media Comment

Athletes will generally develop individual relationships with media representatives. This Media Policy is applicable to any comment or opinion made to the media not only public comment but also private of “off the record” comment or opinion to the media concerning any facet of the operations of the SWAS.

5. Media Releases

All SWAS Media Releases only by the CEO. No member of staff is permitted to issue a Media Release unless authorised to do so.

6. Media Tips

- Do not enter into public discussion on selection issues
- Do not comment on matters that you are not fully informed about; refer them on to your coach/consultant/CEO
- Be aware of sensitive issues currently before the institute/sport
- Never criticise the institute or fellow athletes
- Wear the right gear – SWAS
- Be humble in victory and handle yourself with dignity in defeat
- Take your time to answer questions, don't rush and if you have nothing to say, then say so..... “I would rather not comment on that”
- If questions extend to issues or activities that you should not be talking about then direct the media back to the relevant sporting issue i.e. “I would prefer to stay on the topic of the event or the result if we can”.

7. Media Themes

Media appearances offer an opportunity for staff and athletes to put the Academy's messages across to the broader community and supporters

The following are some examples of key messages that staff and athletes should become familiar. When to use these messages obviously will depend on the particular time and circumstance.

On the Academy;

- The WA Government provides great support for us as athletes
- Working in Partnerships with Government, Corporate and Sport sectors
- Dedicated and committed staff and coaches.

On the Team/Sport;

- We are a committed group of athletes focused on doing our best
- We are about earning respect for the Academy and our State

On the Athletes/Team;

- We are a committed group of emerging and exciting talent
- We are all committed and focused on achieving our goals
- We are hungry for success and we work hard to make sure we achieve it.