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POLICY

# MEDIA & COMMUNICATIONS

**Date effective:** 01/06/26
**Date of next review:** 02/2029
**Approved by:** Board

## 1. PURPOSE AND SCOPE

1.1 **Purpose.** The purpose of this policy is to ensure that: Brien Holden Foundation (BHF) employs a unified, informed and consistent communications strategy in promoting the programs/projects and activities with which it is involved and/or in responding to media queries; all communications are transparent; all communications are aligned with the strategic plan; and all communications are approved by an authorised person, i.e. the CEO. Appropriate media management allows BHF's public profile and reputation to be positively maintained, reinforced and enhanced.

1.2 **Scope.** This policy describes how BHF should respond to and react to media enquiries/issues, the type of media issues BHF comments on and the nominated spokesperson for BHF. It **includes** the use of social media and public materials. It applies to BHF personnel (staff, board members, consultants, contractors, volunteers, students and observers).

## 2. POLICY STATEMENT

2.1 **Commitments and Principles.** BHF is committed to: the dissemination of timely and accessible non-confidential information about BHF activities via our website and social media platforms; the use of images and stories in communications in a way that portrays the people involved in a manner that respects their dignity, values, history, religion, language and culture; and communicating outcomes and other relevant information in line with funding agreements and applicable communication and branding guidelines.

2.2 In responding to the media, BHF will adhere to the following principles. BHF does not:

- 2.2.1 comment on Government policy, either in Australia or in the countries in which it operates;
- 2.2.2 react to comments made by other eye health organisations;
- 2.2.3 comment on unverified eye health research or procedures;
- 2.2.4 endorse products or techniques;
- 2.2.5 comment on areas that are not connected to BHF activities; or
- 2.2.6 make statements about other people or organisations with the intention of creating a reputational or other advantage to BHF.

2.3 BHF will, as circumstances appropriately require: profile and publicise individual work or team work undertaken by BHF; profile and publicise the work of BHF; and ensure that the collection of information, images and stories does not harm people or the environment.

## 3. MEDIA SPOKESPERSONS AND COUNTRY MANAGERS

3.1 The nominated spokespersons for BHF are the Chair of the Board and/or the CEO and/or a delegate of the CEO (appointed as such in writing). Only a nominated spokesperson may issue media releases and/or manage media events.

3.2 Country managers (including, for this purpose, NSW and Northern Territory management and outreach coordinators) may use social media to facilitate or support service delivery, reach more potential beneficiaries and communicate project-related matters under their management.

## 4. MANAGEMENT OF MEDIA INQUIRIES

4.1 The nominated spokesperson's primary task in handling media enquiries is to positively position BHF's public profile while limiting the negative impact of issues that may reflect badly on BHF.

4.2 All media enquiries/issues require a response from BHF as soon as possible.

4.3 BHF representatives' personal contact details should not be given to the media unless essential.

## 5. PUBLIC MATERIALS AND SOCIAL MEDIA COMMUNICATIONS

5.1 BHF will publish materials which are: obtained and used according to ethical principles; consistent with its stated purpose and values; accurately describe the nature and scope of its work; acknowledge the role of partners; consistent with ACFID's Fundraising Charter where the public materials relate to fundraising; and approved by an authorised spokesperson prior to publishing.

5.2 This applies to information, stories and images collected for research, evaluation, and donor and supporter purposes.

## 6. USE OF IMAGES AND DIGITAL MEDIA

6.1 The following requirements apply in relation to the use of images and digital media:

- 6.1.1 Assess and endeavour to comply with local traditions or restrictions for reproducing personal images.
- 6.1.2 Obtain informed consent before photographing or filming (Annexure 1).
- 6.1.3 Ensure photographs, films, videos and DVDs present children in a dignified and respectful manner and not in a vulnerable or submissive manner. Children should be adequately clothed and not in poses that could be seen as sexually suggestive.
- 6.1.4 Ensure images are honest representations of the context and the facts; and ensure the file labels, metadata or text descriptions do not reveal identifying information about a child/vulnerable adult when sending images electronically or publishing images in any form.
- 6.1.5 Upload images along with the associated informed consent to the Brien Holden Image Library on its SharePoint site.
- 6.1.6 Only images that have a valid informed consent can be downloaded and reproduced in social media and printed material.

## 7. QUALITY ASSURANCE AND APPROVAL OF PUBLIC MATERIAL

7.1 The following procedures are followed to ensure quality assurance of public material prior to publication:

- 7.1.1 **Drafting:** the country manager and/or relevant consultants prepare the draft report or public material.
- 7.1.2 **First review:** the draft is submitted to the Head of International Programs for detailed technical and quality review.
- 7.1.3 **Revision:** the country manager or consultant incorporates the feedback and resubmits the revised version to the Head of International Programs.

7.1.4 **Final review and approval:** the revised document is submitted by the Head of International Programs to the CEO for final review. The CEO may provide additional comments or approve the document for publication.

7.1.5 **Publication:** once approved by the CEO, the document is authorised for external sharing, publication, or submission to donors and relevant stakeholders.

7.1.6 **Documentation:** use the Publication Report Review Form (Annexure 2). Once complete, store it along with the publication/report.

## ANNEXURE 1

## INFORMED CONSENT FOR USE OF IMAGES AND DIGITAL MEDIA

**Informed Consent for Use of Images and Digital Media**

*Media is defined as: photographs, films, videos and digital media taken during BHF programs that may be used by BHF for promotional, training, marketing, advertising and fundraising purposes.*

| | |
|---|---|
| **Name:** | |
| **Address:** | |
| **Phone number:** | |
| **Location of Photo/Film Shoot:** | |
| **Date of Engagement:** | |
| **Details of work/activity:** | |
| **Intended Use:** | BHF intends to use the photographs, films, videos and digital media for promotional, training, marketing, advertising and fundraising purposes. |
| **Copyright Ownership:** | Full copyright, ownership and use of the media is assigned to Brien Holden Foundation. |
| **Dignified representation confirmed:** | The subject is presented in a dignified and respectful manner, adequately clothed and not in poses that could be seen as sexually suggestive or vulnerable. |
| **Identifying information:** | File labels, metadata and text descriptions will not reveal identifying information about the subject without further consent. |
| **Local traditions/restrictions assessed:** | □ Yes □ No □ Not applicable |

I, _____ hereby grant the right to Brien Holden Foundation to use media of me and I assign all rights of ownership of the photographs, films, videos and digital media to Brien Holden Foundation.

Where the subject is a child, consent must also be obtained from a parent or guardian. The child's age-appropriate assent should also be sought.

| **Party** | **Date** | **Signature** |
|---|---|---|
| Signature of Subject: | ____ / ____ / ____ | |
| Signature of Parent/Guardian (if subject is a child): | ____ / ____ / ____ | |
| Signature of BHF Witness: | ____ / ____ / ____ | |

*Consent forms must be retained on the program file. Local traditions and restrictions regarding personal images must be assessed and complied with before any images are taken.*

## ANNEXURE 2

## PUBLICATION/REPORT REVIEW FORM

| | |
|---|---|
| **Report Title** | |
| **Author of Report** | |

**FIRST REVIEW (Head of International Programs)**

| **Reviewing Checklist** | **Yes / No** | **Comments / Corrections** |
|---|---|---|
| All facts and figures are accurate and consistent with approved project data. | Yes / No | |
| All required sections of the approved template are fully completed. | Yes / No | |
| Donor guidelines such as compliance with word limits, formatting, and other specific requirements are met. | Yes / No | |
| Donor logos are correctly placed and used according to branding guidelines. | Yes / No | |
| Acknowledgements of donors, partners, and contributors are accurate and appropriately stated. | Yes / No | |
| There are no grammatical errors. | Yes / No | |
| Sensitive or confidential information are not disclosed and safeguarding requirements are fully respected. | Yes / No | |
| **Comments / Corrections:** | | |
| **Signature / Date** | | |

**FINAL REVIEW & APPROVAL (CEO)**

| | | |
|---|---|---|
| **Approval and Comments** | Approved Not Approved | |
| **Comments:** | | |
| **Signature / Date** | | |