



ANZSLA

THE SPORTS LAW ASSOCIATION

Media Policy

1 Purpose

- 1.1. This Policy is designed to assist ANZSLA to continue its role as the pre-eminent sports law association in Australia and New Zealand.
- 1.2. ANZSLA is committed to promoting awareness and recognition of its 'brand' by the use of its logo, the ANZSLA website and the media.

2 Goals

- 2.1. The Board is responsible for the establishment of an ANZSLA Media Database, which includes key contact details (phone number, e-mail address and fax number) of key journalists to be associated with ANZSLA. The Board may delegate this task to the Executive Manager (**EM**). However, Board Members are encouraged to initially provide information of existing contacts to the EM.
- 2.2. Maintenance of the ANZSLA Media Database is critical in strengthening the relationships between all parties involved.
- 2.3. Contacts for relevant publications should include print and electronic media both in Australia and overseas.

3 Procedures – How to deal with the media

- 3.1. As a general rule, the President will act as the ANZSLA media spokesperson providing comment on behalf of ANZSLA. If the President is unavailable, other board members may assume the media spokesperson role as required and only by delegation of the President.
- 3.2. If the President and all other board members are unavailable or unable to provide comment, the President or any other Board member may instruct the EM to pass the request to an ANZSLA member. However, ANZSLA members may not provide comment on behalf of ANZSLA.
- 3.3. Media releases will be sent out with the authority of the President and at least three (3) other board members.
 - (a) Media release should be on ANZSLA letterhead in accordance with the ***Logo Guidelines***.