



LEGACY BRISBANE POLICY

Media & Communications Policy

Policy number: FR -10

Effective date: 19 December 2024

Approving authority: CEO

Sponsor: Head - FRMC

Web address: [Legatee Guide – LG – Making volunteering easier](#)

Date for review: 19 December 2027

Version History

Date	Description of Change	Version
8/12/2021	Initial release	1
19/12/2024	Review	2

Purpose	The purpose of this policy is to provide guidance and direction to Legacy Brisbane Board of Directors, staff, Legatees and relevant volunteers on how we engage with the public through media to raise awareness and support to fulfill our mission. For the purpose of this policy, media is defined as traditional media (such as TV, radio and print), Online Media (such as online news and blogs) and social media (such as Facebook and LinkedIn).
Policy Statement	Philanthropy, Fundraising and Communication is identified as a strategic pillar within the Legacy Brisbane 2025 – 2029 strategic plan. Both traditional and social media present enormous opportunities for Legacy Brisbane to increase awareness and support to fulfil our mission. However, to be successful this needs to be well managed. This includes having a strategic communications plan, a proactive media engagement plan, managing interactions with traditional media journalists through a centralised team or agency and having dedicated Legacy spokespeople. At the same time, negative stories in the media presents a risk to Legacy’s brand especially if managed poorly. Therefore, ensuring that all Legacy Brisbane Board of Directors, Staff, Legatees and Volunteers understand the role that they play in protecting the Legacy brand is critical.
Who should read, understand and comply with this policy	Brisbane Board of Directors, staff, Legatees and relevant volunteers
Scope	This policy covers traditional, online and social media and applies to Brisbane Board of Directors, staff, Legatees and relevant volunteers
Definitions	Definitions are provided in the Appendix attached.
Policy	This policy is underpinned by the following policies and procedures: • Legacy Australia Incorporated Legacy Media Communications Policy POL-09 • Legacy Brand Style Guidelines • Social Media Policy (Internal Use-Code of Conduct) HR-018

Procedures

Authority and delegation

Legacy Brisbane must follow the Legacy Australia Incorporated Legacy Media Communications Policy POL-09 regarding authority and delegation to speak to media and approve media statements.

Within Legacy Brisbane, the President and CEO are the only roles authorised to represent Legacy Brisbane as an official spokesperson. The CEO can choose to delegate this if they wish for example in a period of absence or to a subject matter expert.

Legacy Brisbane background statement and key messages

The FRMC team will produce an approved series of key messages at the beginning of each calendar year. These will be circulated to Legacy staff and Contact Group Chairs and secretaries.

The FRMC team will also produce approved key messages for specific campaigns as they are required throughout the year.

The key messages are to be utilised for media releases and by the official spokesperson.

It is the responsibility of the Marketing and Communications Officer to ensure the official spokesperson has received the key messages and is prepared for media interview.

Proactive engagement with the media

Proactive engagement with the media is the process by which we actively pitch stories and opportunities to media to gain positive coverage that increases awareness of Legacy. This is a carefully planned and managed process which involves ensuring we have good and relevant stories, build strong relationships with journalists and coordinate efforts on national campaigns with other states.

Due to the heavy workload and specific skill set this requires, Legacy Brisbane currently engages an external public relations agency, Sabio to manage this on our behalf under a contract arrangement.

The Head of FRMC is responsible for the overall management of the Sabio relationship and the Communications and Marketing Officer will liaise with Sabio on a regular basis regarding operational activities.

The contract with Sabio is to be reviewed on no less than an annual basis.

Media releases

A media release is the most effective way of providing information to media outlets about an event or program. Its purpose is to gain interest of the media outlet and provide them with the angle of how to position the story.

Producing media releases relating to Legacy Brisbane activities is the responsibility of the Marketing & Communications Officer or Legacy Brisbane's PR agency.

All media releases must be reviewed by the Head of FRMC and approved by the CEO.

Media opportunity

To gain coverage, Legacy Brisbane will run a number of media opportunities throughout the year. Media opportunities can take the form of a specific activities designed for media such as a media launch or by inviting media to an event. Media opportunities require careful planning and management to ensure:

- Media are invited and encouraged to attend the media opportunity – usually done through a media alert;
- The media are provided with an attractive package that increases likelihood of coverage such as photo and footage opportunities and newsworthy interviewees;
- Legacy Brisbane key messages including call to actions are included.

Media opportunities are generally coordinated by Legacy Brisbane's PR agency Sabio and overseen by the FRMC team.

Story ideas

Staff, Legatees and Volunteers may come across a story they think is worth sharing. Story ideas can be sent to communications@legacybrisbane.org.au.

It is important to note that not all story ideas will be suitable for media and may be best used within a Legacy publication such as the Torch.

Legacy should never guarantee media coverage for any story as this is outside of our control.

Relationships with media

To maximise our success when pitching stories to media it is important that we maintain positive relationships with journalists and the media.

Maintaining good relationships requires a coordinated approach. Media relationships are the responsibility of the FRMC team. Legatees and regional staff may have direct contact with media and relationships that Legacy Brisbane can leverage, however it is important to keep the FRMC team informed of any interaction with media so we can present a united front in all interactions.

Beneficiary stories

One of the most effective ways we can engage the public in understanding and supporting Legacy is through sharing stories of our beneficiaries. Legacy Brisbane is enormously grateful to our beneficiaries who are willing to speak to media and share their stories.

The process by which we identify beneficiary stories, receive consent and prepare beneficiaries for media is outlined below:

- After initial planning on what beneficiary stories will be necessary throughout the year, the Marketing and Communications Officer will send out an email to relevant clients, in consultation with the Community Services Team, to identify those willing and able to take part
- The FRMC team will review clients expressing an interest in consultation with the CS team and follow up with relevant beneficiaries, usually by email in the first instance
- If the beneficiary has a Legatee the FRMC team will first contact the Legatee.
- At this point the FRMC team member/PR agency will:
 - Collect key information about the beneficiary's story by conducting a short interview
 - Discuss where the story might be utilised and understand what the beneficiary is comfortable with, for example may be comfortable with print but uncomfortable with TV and radio
 - Get written consent from the beneficiary by asking them to complete a media consent form.
- The FRMC team/PR agency would then typically pitch the story to media. If the media are interested in the story and wish to interview the beneficiary the FRMC team/PR agency will coordinate this with the beneficiary. This would involve preparing the beneficiary with some basic media training and may involve attending the media interview with the beneficiary depending on the nature of the media opportunity and the beneficiary's comfort level
- The FRMC team/PR agency will then follow up with the beneficiary to ensure the media interview went well.

The beneficiary's story may be utilised for more than one opportunity and could be also utilised for Legacy publications. The FRMC team is responsible for ensuring that the beneficiary is kept informed of where the story is being used and is properly thanked and recognized for their support. This might involve sending the beneficiary a small gift.

Legatee stories

Sharing Legatee stories is also a great way to engage the public in understanding and supporting Legacy.

The process by which we identify Legatee stories, receive consent and prepare Legatees for media is outlined below:

- A member of the FRMC team, typically the Marketing & Communications Officer, will make a call out for Legatees either through Group Chairs and secretaries or direct to Legatees
- Initial contact will be made by a member of the FRMC team
- After the initial contact is made and the Legatee is happy to share their story the FRMC team or our PR agency will make further contact with the Legatee to:
 - Collect key information about the beneficiary's story by conducting a short interview
 - Discuss where the story might be utilised and understand what the Legatee is comfortable with, for example may be comfortable with print but uncomfortable with TV and radio

- Get written consent from the Legatee by asking them to complete a media consent form.
- The FRMC team/PR agency would then typically pitch the story to media. If the media are interested in the story and wish to interview the Legatee the FRMC team/PR agency will coordinate this with the Legatee. This would involve preparing the Legatee with some basic media training and may involve them attending the media interview with the Legatee depending on the nature of the media opportunity and the Legatee's comfort level.
- The FRMC team/PR agency will then follow up with the Legatee to ensure the media interview went well and will ensure the Legatee is thanked and recognized for their support.

Media Consent forms

Legacy Brisbane Media Consent Forms are used to gain written consent where a beneficiary or Legatee's story will be used in the public domain. It is not typically necessary for all attendees of events and activities where images/footage is captured to sign a consent form. However, attendees should be given the opportunity to opt out of appearing in any images/footage, particularly beneficiaries.

The current Media Consent forms are saved in SharePoint under ALLSTAFF > Media Consent Forms

Completed forms are scanned and maintained by the Communications and Marketing Officer in the relevant year folder 'Completed Forms' folder.

Anyone under the age of 18 must have consent from an adult guardian.

Ambassadors

Ambassadors (celebrities or well-known public figures) can assist Legacy Brisbane in increasing public awareness because of their public following and/or media appeal. They will ideally have a personal experience with Legacy or at least a strong understanding of the work that we do.

In order for Legacy Brisbane to have successful relationships with ambassadors, we must:

- Research potential ambassadors before approaching them to ensure they are aligned to our values and can represent the Legacy brand
- Build relationships with ambassadors as we would with any Legacy supporter to increase their knowledge and engagement in the work that we do
- Ensure the ambassador role is clearly defined
- Ensure the ambassador is thanked for their support and we seek opportunities for ongoing engagement.

The Legacy Brisbane CEO must approve of any ambassadors engaged to represent Legacy Brisbane.

Social media management

Legacy Brisbane utilizes Hootsuite for managing our social media channels. Post scheduling, monitoring and reporting is the responsibility of the Marketing & Communications Officer.

Legacy Brisbane currently maintains the following social media accounts:

- Facebook – collaboration in maintaining national “Legacy Australia” page
- Instagram – collaboration in maintaining national “Legacy Australia” page
- LinkedIn

Legatee, staff and volunteer engagement with social media

Legatees, staff and volunteers can assist Legacy Brisbane in raising awareness and engagement in the work that we do through social media. This can be done by sharing story ideas or liking and resharing Legacy Brisbane posts. When doing so, the Social Media Policy (Internal Use-Code of Conduct) HR-018 must be adhered to.

Corporate partners and media

Legacy Brisbane has relationships with a number of corporate partners who provide financial and gift-in-kind support to Legacy in return for a range of benefits. One benefit that corporate partners typically seek is brand exposure and promotion. Corporate partner benefits are to be outlined in a contract/letter of agreement. Media coverage is never to be guaranteed within a contract, however an agreed media activity can be, for example sponsor inclusion in all media releases.

Legacy Brisbane may also agree for the corporate partner to take the lead on coordinating a media activity to promote the partnership. In this instance it is the responsibility of the FRMC team to ensure that Legacy Brisbane approves any statement relating to Legacy in a media release and to advocate for inclusion of a Legacy spokesperson in the media opportunity.

Beneficiary events and media

Media coverage may also be sought where Legacy is the beneficiary of an event run by a third party. In this instance media coverage may be sought by Legacy or the event organiser. The FRMC team are responsible for ensuring that Legacy Brisbane approves any statement relating to Legacy in a media release and to advocate for inclusion of a Legacy spokesperson in the media opportunity. It is also the responsibility of the FRMC team to guide the event organiser in what will most likely gain media coverage for the event.

Incident management

Engagement with the media as a result of some form of incident that has the potential for negative publicity for Legacy must be controlled in order to manage the situation and limit any damage to the Legacy brand.

Risk assessments are conducted on all Legacy Brisbane activities and mitigation strategies are put in place to minimise risks.

On the occasion of an incident, an incident management response team will be created within Legacy Brisbane to manage our response, the group would include but not limited to the Legacy Brisbane Club President, CEO and Head – FRMC. The CEO will be responsible for keeping LA Inc informed of the issue and depending on the nature of the incident LA Inc may take over the management process (Refer: Legacy Australia Incorporated Legacy Media Communications Policy POL-09)

A dedicated spokesperson will be appointed as well as a single point of contact with the media (separate to the spokesperson) to manage and control interaction between the Legacy Spokesperson and the media. All media contact relating to national matters and incidents with potential to damage Legacy’s reputation, are to be coordinated by the LA Inc. office.

The Incident management response team will:

- Develop a clear Key Message that will leave the public in no doubt as to Legacy’s position on the matter.
- Develop Talking Points for each potential issue the media may raise.

Media monitoring and reporting

Media monitoring is managed by LA Inc using the media monitoring portal Isentia. Legacy Brisbane helps pay a portion of the annual fee for access to the reports. Legacy Brisbane also receives campaign reports from Sabio.

Media coverage is reported as a standard item in the FRMC board report.

Advertising standards

Advertising can take the form of paid advertising or pro bono advertising (e.g. community service announcements). Advertising can be done through TV, print, radio, online publications and social media.

All advertising for Legacy Brisbane must follow the brand guidelines and should (with the exception of advertisements relating to staff recruitment) be approved by the Head of FRMC (to ensure brand compliance).

Evaluation and review

Evaluation and review of this policy will be conducted by the Head of FRMC every three years. Following Review recommendations for change will be forwarded to the approving authority.

References and linkages

Legacy Australia Incorporated Legacy Media Communications Policy POL-09
SHAREPOINT > POLICY AND PROCEDURES > 4. FUNDRAISING, MARKETING & COMMUNICATION > MARKETING > POLICIES > POL-09 Legacy Media Communications Policy - PDF version

Legacy Brand Style Guidelines

SHAREPOINT > FUNDRAISING > 11.0 MARCOMMS > 11.02 STYLE GUIDE AND LOGOS > 2020 UPDATED BRAND AND MESSAGE GUIDE

PRIA

<https://www.pria.com.au/>

APPENDIX 1 DEFINITIONS

Beneficiaries means any person or entity which receives a benefit from Legacy Brisbane.

Beneficiary events means events run by a third party where Legacy is the recipient of funds. Also known as community or third-party fundraising.

Call to action an invitation for the public or target audience to take a desired action, such as donate or become a Legatee.

Campaigns are coordinated activities organised by Legacy Brisbane for the purpose of raising funds and/or awareness that are usually conducted over a set period of time. Campaigns may culminate with a fundraising event. For example, ANZAC, Remembrance and C3 are all campaigns.

Corporate partnership is a mutually beneficial relationship between a for-profit company and a not-for-profit organisation.

Key messages are core messages we want the target audience to hear and remember.

Media Alert a one-page announcement of an upcoming event, intended for journalists. Used to get attention and may include an invitation to a launch or media opportunity.

Media consent formal consent given by a person that they are happy for their story to be shared in the public domain.

Media monitoring provides intelligence to an organisation about where and when they have received media coverage. This can include information such as whether the coverage was positive, negative or neutral. Usually done by a media monitoring agency.

Media release a one to two-page document sent to journalists to promote a story which an organisation is seeking media coverage for. The media release must provide a newsworthy angle and key details of the story - Who, How, Where, When and Why. It will also usually include a call to action.

Media training a specialised form of communications training that helps media-facing individuals to prepare for an interview, avoid common traps and confidently focus on their messaging.

Pitch an email or phone call to a media outlet or journalist attempting to create interest in a story.

PRIA The Public Relations Institute of Australia (PRIA) is the national industry body for public relations and communication professionals in Australia.

Publications are communications that Legacy Brisbane produces for a specific purpose and target market. They differ to media as Legacy Brisbane has control over the content.

Public relations is defined by PRIA as the deliberate, planned and sustained effort to establish mutual understanding between an organisation and its publics.

Spokesperson represents a company or brand in public, delivering messages to consumers and audiences to promote, build, and maintain the brand's position