



DENOSA

DENOSA MEDIA POLICY AND PROCEDURES

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1. EXECUTIVE SUMMARY:

DENOSA is an established and highly respected organisation for nurses, and whose voice on health issues is the one that get listened to. The organisation has a reputation for providing excellent, professional services and enjoys a very strong, professional and close relationship

with its members in both public and private sectors as their hope lie with the organisation in respect of, among others, salary negotiations, indemnity cover, legal representation, access to training and seminars of DENOSA and other relevant platforms.

While providing these services, the news media is frequently interested in DENOSA. As the organisation, we have a responsibility to be open and responsive to their information requests as the media are among the many platforms our members and affiliates build their own perceptions of DENOSA and the work we do in health generally, and for our members in particular.

2. PURPOSE OF THE POLICY:

The purpose of this policy is to ensure that information that DENOSA discloses to the public domain is accurate, timely, complete, authoritative and relevant to all aspects of DENOSA. Adherence to this policy is intended to provide an effective and efficient framework to facilitate the timely dissemination of information to both the public and members.

The policy aims to enforce a disciplined, responsible, professional and respectful attitude on representatives of the DENOSA brand in the media space and not to expose the brand of the organisation to reputational damage.

3. COMPLIANCE WITH OTHER RELEVANT LAWS

This policy is in line with, and does not supersede, the following South African legislation and DENOSA policies:

- 3.1 The Constitution of the Republic of South Africa's Bill of Rights, 1996
- 3.2 DENOSA Disciplinary Code and Procedure Policy
- 3.3 DENOSA Information and Communication Technology Policies and Procedures

4. SCOPE:

This media policy applies to all employees, officials and elected leaders of DENOSA across all its structures when they appear on, or make use of, traditional or social media, both internal and external to the organisation, which includes broadcast, social, electronic and print media.

5. RESPONSIBLE PARTY:

DENOSA Communications Manager is designated as principal media contact and the spokesperson for the organisation and, as such, is the conduit between the media and DENOSA. This department has expertise in media relations and weighs each media inquiry to determine the best way to provide information in relation with other information that is

not yet public. Communications Manager will convey the official DENOSA position on issues of significance or situations that are particularly controversial or sensitive in nature.

DENOSA Communications Department, under the supervision of General Secretary, is responsible for administering this policy on national matters.

In provinces and on media-related matters concerning provinces, Provincial Secretaries are responsible for administering this policy and ensuring that it is adhered to at all times.

Communications Manager's responsibilities:

Raise public awareness and understanding of DENOSA, and the services that DENOSA renders to its members.

5.1 Promote a positive and professional public image of DENOSA and the work it does to the audiences that are important to the organisation, including existing and prospective members, employees as well as government officials, and ~~our~~ industry peers.

5.2 To articulate the position of the organisation to both members, potential members, stakeholders and members of the public, and to provide necessary support to the Secretariat in carrying out the media-related administrative work of the organisation.

5.3 Handle media enquiries on behalf of the organisation and, in consultation with the General Secretary, field a relevant representative of DENOSA to attend to media interaction based on the subject matter.

5.4 Handles DENOSA's internal communication functions and social media channels and collaboratively handles provincial platforms with the provincial secretaries or any person within the organisation in the province that is designated by the provincial secretary.

5.5 Depending on the type and technicality of the media enquiry, an individual external to the communications department may be asked by the organisation to speak to the media on behalf of the organisation on a particular issue due to their knowledge, experience and expertise on the subject matter.

The Communications Department is based at DENOSA Head Office: 605 Stanza Bopape Street, Arcadia, Pretoria, 0001. Tel: 012 343 2315. Website: www.denosa.org.za

6. DEFINITIONS

The following definitions of a collection of phrases or terms unique to media that are mentioned in this policy.

6.1 Editor

A person who edits written or produced material for publication or broadcasting.

6.2 Journalist/Reporter

A person who works in journalism and who collects, writes, or distributes news or other current information to the public.

A reporter is a type of journalist who researches, writes, and reports on information in order to present in sources, conduct interviews, engage in research, and make reports.

6.3 Media

Collective communication outlets or tools used to store and deliver information data. It is either associated with communication media, or the specialized mass media communication businesses like print media, and the press, photography, advertising, cinema, broadcasting (radio and television), publishing and point of sale.

6.4 Media coverage

The reporting of a particular important event or subject by the media.

6.5 Media enquiry

An act of asking for information from the media representatives.

6.6 Newsworthy

Something that is interesting enough to the general public to warrant reporting on it.

6.7 Social media

Computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests, and other forms of expression via virtual communities and networks. These include Facebook, Twitter, Instagram, Linked-In, Youtube among others.

6.8 TV/Radio Producer

A person who oversees all aspects of production of a television or radio programme from conception to implementation, including inviting guests for the programme.

6.9 Traditional media

Any form of mass communication channel available before the emergence of digital media. Traditional media include radio, television, books, newspapers and magazines.

7. POLICY STATEMENT

This policy provides a basis for a uniformed and disciplined approach in the use of media by DENOSA representatives in a way that enhances and promotes the core objectives and values of the organisation.

8. PROCEDURES FOR TALKING TO THE MEDIA:

If a member of the media in the form of a reporter, radio/TV producer or other news media contacts any DENOSA representative for a number of reasons, such as:

- 8.1 To get information about DENOSA.
- 8.2 To get information about a recent unexpected event such as strike by nurses; negligence; thefts or arrests; accidents or injuries; patient or member complaints; disciplinary action; and national or provincial regulatory actions; etc.
- 8.3 To get information or comment about an action or event that could impact on our sector, new competitive entrants or splinter union/s, new product launches or nursing programme, changes in government or union policies.
- 8.4 To get general information on a topical story in your organisation such as the expulsion of a member/leader or changes in regional, provincial and national leader/s or issues or complain specific to a DENOSA shop steward in a particular facility or disgruntled trainee of DENOSA education programme/s.

The contacted DENOSA representative, if not approved to talk to the media, must:

- 8.5 a) Refer the media enquiry to the Communications Manager if the matter relates to or requires national commentary;
- b) Refer the media enquiry to the relevant Provincial Secretary if the matter relates to or requires provincial commentary;
- c) Refer the media enquiry to the Communications Manager if not sure about who to refer the enquiry to.

In cases where either the Communications Manager or Provincial Secretary has allocated the person to attend to the media enquiry or interview, they must:

- 8.6 Work with any designated person to prepare them for the media interview as needed. Preparation may include developing talking points as well as counselling, training and practicing for the interview.
- 8.7 In cases where media representatives have contacted any DENOSA representative for a DENOSA comment, the DENOSA representative, if not permitted to talk to the media, tell the reporter: "DENOSA policy is to refer all media inquiries to Communications Manager. You can reach him or her on 012 343 2315."

Whenever taking a call from the media, the same courtesy and professionalism in which we approach members should be displayed towards the media. Please act quickly when approached by the media to ensure that the reporter's deadline is met. This is important because the way this call is handled may be the reporter's first impression of DENOSA and that first impression may end up in the story published or the news segment broadcast.

In order to promote DENOSA image, it is important to respond quickly, courteously and professionally to all media calls.

Please remember to contact Communications Manager if and when approached by the media, even after you have referred the media already.

Communications Manager will need your help to prepare a response. Do not let a reporter compel you to answer questions on the spot. It is always beneficial to prepare in advance in order to provide accurate and relevant information.

9. PROCEDURES FOR PHOTOGRAPHS AND FILMING WITHIN DENOSA FACILITIES:

A similar process as described above will be used when someone from the media is requesting permission to take photographs or to film inside DENOSA facilities.

9.1 Refer the caller to Communications Manager. No one will be given access to DENOSA facility for a photo or filming without the approval from DENOSA Communications Manager, and equally important, Communications Manager will not give approval without talking in advance with the manager of the facility. This is a joint decision between the facility and Communications Manager.

9.2 Decisions will be based on a number of considerations, including:

9.2.1 What does DENOSA have to gain from the photo-taking and filming?

9.2.2 How much disruption will this cause to operations?

9.2.3 What is the age and condition of the facility?

9.2.4 Does the facility look "picture perfect" and good?

A reporter or camera crew may show up unannounced at DENOSA facilities. This is most likely to occur in crisis situations at one of DENOSA offices. Or it could occur if the media learned about an event at a DENOSA facility from an external source that has organised a demonstration, strike or boycott.

Please know that Communications Manager will not send the media to any organisational operating facility (e.g. DENOSA bookshop, library or training/workshop site) without prior approval by the facility manager. When dealing with reporters and camera crews who may show up unannounced, the facility manager and staff should act with the same courtesy and professionalism as we approach customers by:

9.3 Contact Communications Manager immediately and let them know which news source is there. DENOSA Communications Department will contact the camera crew's news room or the print photographer's editor for clarification.

DENOSA cannot prevent the filming or photographing of common areas outside of our facilities, where we do not operate. Examples would include public parking lots, courtyards and walk ways.

The following guidelines should be used when television camera crews or print photographers show up unannounced at a DENOSA facility:

- 9.3.1 Although we cannot prevent the media from photographing or filming the exterior of our facilities, we will contact their news room and/or editors for clarification.
- 9.3.2 The media cannot enter our facility to photograph or film without permission.
- 9.3.3 The media cannot block the entrance to our facility or prevent people from entering our facility or conducting business as usual.
- 9.3.4 We can inform the media if our customers complain about the inconvenience caused in the parking lot or walkways.

Be courteous and friendly, but also remember that no matter how friendly or affirming the reporter, photographer or camera crew are, everything you say and do may be observed and reported by the media representative who is trying to make the facility come alive for his/her audience.

10. PROCEDURES FOR SEEKING MEDIA COVERAGE:

In circumstances where a DENOSA representative believes they have a positive news story to share with the public, the representative must:

- 10.1 Contact the DENOSA Communications Department. It is the only department authorised to distribute DENOSA news releases, pitch coverage of particular events or hold news conferences;
- 10.2 Not call a reporter directly without first consulting DENOSA Communications Department.
- 10.3 DENOSA Communications Department will work with you to gather information and determine if and how the news media should be contacted. Similar measures used by editors and reporters will be considered to determine if your story is newsworthy.
- 10.4 Some news items may be more appropriate for internal publicity such as the Nursing Update or other forms of internal communications.

These guidelines apply to DENOSA officials, employees, shop stewards and leaders.

11. BEHAVIOUR ON DENOSA SOCIAL MEDIA PLATFORMS

11.1 In line with Section 16 of the country's Constitution, every employee and member of DENOSA is free to air their views on issues that may be of interest to both the organisation and its members on social media.

11.2 Comments on social media about a member, official or leader of DENOSA or DENOSA itself, however, are to be free of any of the following:

- (i) Defamation
- (ii) Hate speech
- (iii) Sowing divisions
- (iv) Abusive language
- (v) Religious, racial, tribal discrimination
- (vi) Sexism
- (viii) Personal attacks on employees, members, officials and leaders

11.3 Employees and members of DENOSA must not post, share or like a post on social media that could portray the organisation in a bad light.

11.4 All laws that apply in South Africa shall be observed on the DENOSA social media platforms.

12. NON-COMPLIANCE WITH THE POLICY

12.1 Failure to adhere to this policy by employees, members, officials, shop stewards and leaders of DENOSA, the relevant disciplinary action applicable shall be taken in line with DENOSA constitution and Disciplinary Code and Procedure Policy.

DEPARTMENT: COMMUNICATIONS

...End...