

Media Guidelines Goolawah Draft January 2016

- 1) Media enquiries concerning Goolawah arriving via website, secretary or members should be directed to the Media Team (or spokesperson, if we'd like to nominate one)
- 2) Members can write stories about themselves (life, work, ideas) or give personal interviews and contribute to any type of media (film, print, online, radio). The media team would appreciate if members inform the team/spokesperson if journalists plan visits for such personal stories.
- 3) If members speak to journalists about their personal life (projects, work) they are strongly encouraged to let the media team know about the story if they'd like to mention the name Goolawah Co-op. This is to help/support members with background and additional information about the specific media outlet/journalist. On this occasion they'll as well get the names of people in G who are on the 'invisible-list' (see 8).
- 4) The use of the name Goolawah Co-op in general (not personal) interviews, features, films is to be avoided, instead Goolawah should be referred to as 'land sharing co-operative on the Mid North Coast'.
- 5) The no-name-guideline (4) can be overruled if the media team thinks it would be beneficial for the Co-op to mention Goolawah – for example if we want to use PR, exposure or publicity to have positive effects on Kempsey Shire Council, the larger community (neighbours), etc.
- 6) The media team/spokesperson should remain in control of the planned publication/film/production. An agreement about fact-checking the story should be made with the specific outlet on each occasion.
- 7) The media team will only work with journalists they trust and will research each journalist's references/background/production history.
- 8) Members who don't like to be involved in any type of media exposure are asked to let the media team know and their names get on a not-to-contact/photograph/visit list. Members participating in a story will get that list and shall respect people's wish of remaining invisible.
- 9) No one speaks 'for Goolawah' to journalists, everyone speaks for themselves.
- 10) The media team tries to direct journalist's request to people relevant to the subject (eg: story on cemetery directed to future undertaker)
- 11) The media team builds up an archive with stories/transcripts from the past and puts together a short fact sheet about the Co-op, (size, members, history), both are added to the existing media section on the website.
- 12) The media team works on a list of possible stories that could be positive for Goolawah, suggestions from members always welcome.

Please send your name to Julica (julica.j@gmail.com) if you don't want to be involved in any media activity (#8)

Please send story angles or ideas you'd like to see realised to any member of the media team (Paul, Louise, Julica, Alicia, James, Kevin, Michael) any time