



## **Institute of Waste Management of Southern Africa**

### **IWMSA**

#### **Guidelines for Addressing Media**

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#### **National and local media requests**

1. There are three main spokespeople for the IWMSA. They should be approached in the following order:
  - a. President
  - b. Vice President
  - c. Past President
2. Branch Chairpersons are the main spokespeople for local media in their regions on local issues.
3. All media spokespeople will undergo media training.

#### **Dealing with media**

1. No one except those identified, may speak to the media on behalf of the IWMSA, unless prior approval has been provided from Head Office.
2. If the spokespeople are not available; Reputation Matters will contact the Executive Officer or Administrative Coordinator, who will then refer the matter.
3. All journalist queries need to be referred immediately to Reputation Matters, the Executive Officer or Administrative Coordinator; however, should you speak to a journalist, it is pivotal that the journalist is asked the following questions to ensure that the right information can be sent through to them as soon as possible.

#### **Questions to ask media**

1. Name of the journalist and designation.
2. Name of the publication or programme.
3. What type of information do they require and what are their questions? Ask them whether it is possible to send through a list of possible questions or the angle of the interview (usually based on a press release sent out).
4. Their deadline.
5. Contact information of the journalist including email address and mobile number.



### **What not to do**

- Say “No comment”.
- Tell your version of a specific story to the journalist.
- Speak to the media without the approval of the Executive Officer or at least one of the three spokespeople.
- Investigate journalist interest in the IWMSA.
- Write a press release, or communicate to the media without the prior knowledge of the spokespeople or Reputation Matters.

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*Please contact Reputation Matters for any questions regarding media at:*

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