

# PRINZ Media Policy

Public Relations Institute of New Zealand

## Purpose

This policy ensures the Public Relations Institute of New Zealand (PRINZ) communicates with the media in a consistent, timely, and professional manner, reinforcing our reputation as the authoritative voice of the public relations and communications profession in Aotearoa New Zealand.

## Principles

PRINZ media engagement will:

- Promote the profession and the value of public relations.
- Uphold the PRINZ Code of Ethics.
- Be factually accurate, respectful, and transparent.
- Avoid personal criticism of individuals.
- Focus on issues of relevance to the profession and its reputation.

## Advocacy vs promotion

PRINZ distinguishes between:

- **Advocacy communications** – speaking on behalf of the profession on relevant issues, often involving media statements, opinion pieces, or submissions.
- **Promotional communications** – marketing PRINZ services, events, or products. This policy applies to **advocacy communications**, except where promotional activity also supports the profession’s reputation or public understanding.

## Spokesperson protocols

- The **Chair** is the primary spokesperson for PRINZ on advocacy and media matters.
- The **Deputy Chair** may act in the Chair’s absence or where the Chair is conflicted.
- An ALG or Executive Committee member, or any person with relevant expertise, may be appointed as a spokesperson in specific cases, subject to Executive Committee approval.

- The **Chief Executive** may also speak on agreed advocacy issues, provided they adhere to the pre-approved talking points.

## Approval process for media engagement

To streamline media engagement:

- **Agree** the three to five priority advocacy issues.
- **Approve** position papers for each issue.
- **Approve** key talking points for each issue.

Once these are approved, the Chair, Deputy Chair, or Chief Executive may comment to media on these issues without seeking additional approvals, provided their remarks are consistent with the agreed positions and talking points.

Direct quotes from other individuals will still require that individual's approval.

## Member consultation

- Consultation with members is not required for every media engagement.
- The PRINZ Executive Committee will decide whether broader member engagement is appropriate.
- Member consultation may be undertaken to strengthen PRINZ's mandate on key advocacy issues.

Media handling

- All media enquiries should be directed to the Chair, Deputy Chair, Chief Executive, or delegated spokesperson.
- PRINZ will proactively engage with media on issues aligned with Executive Committee-approved advocacy priorities.
- Statements will be distributed through appropriate channels, including press releases, social media, and PRINZ publications.

## Record-keeping

PRINZ will record:

- All media statements issued.
- Coverage generated.
- Member feedback where provided.

## Review

This policy will be reviewed annually by the PRINZ Executive Committee to ensure it remains fit for purpose and reflects best practice.