

MEDIA GUIDELINES

Speaking with media can be a great opportunity to share the word about the work that your Group is doing and let people know how they can help.

Media guidelines are in place to support you in speaking with media and to ensure that organisational partnerships with State Government, Councils and private land owners/businesses, are respected.

APPROVALS

If you are approached by media

Find out:

- What is their name and phone number?
- What organisation are they from?
- What subject do they want to discuss?
- Is it for news, radio, TV, a live interview, a feature documentary or what?
- What is their deadline?

Before making any comment:

- consider whether the topic impacts any of our organisational partners;
- advise the journalist that you will need to check in with the Wildcare Tas Office and any organisational partners before commenting;
- please notify:
 - your PWS land manager contact if relevant. It will be up to that person to make contact with the PWS Media Offices if deemed appropriate*; and/or
 - any other land manager contact if relevant, eg local Council or DPIPWE Program Manager.
 - the Wildcare Tas Office ph 61654230
email memberservices@wildcare.org.au, or CEO 0409023981.

*PWS has different approvals processes depending on the enquiry.

If you wish to approach media proactively

If you are involved in something exciting and newsworthy and would like to put out a media release, the Wildcare Tas Office team would like to know about it and also to support you!

Please contact the Wildcare Tas Office ph 6165 4230, email memberservices@wildcare.org.au. The Wildcare Office team may be able to assist with the preparation of media releases.

For releases related to work involving DPIPWE/Parks, the Wildcare Office will need to also liaise with the DPIPWE/Parks Media Office to gain approval.

GUIDE-LINES

- Focus your comments on the practical and positive in terms of Wildcare activity and never comment negatively on the practices of our partners.
- Follow the [Wildcare Code of Conduct](#). If in any doubt please contact memberservices@wildcaretas.org.au.
- Remember that Wildcare is a non-political organisation and we don't advocate for particular policies or political parties.
- Acknowledge the contributions made by all parties to a successful project as virtually all Wildcare projects have a collaborative partnership component.

COMMON MESSAGES

Wildcare is about rolling up your sleeves and making a difference... It is about being practical and positive.

Our Tasmania is special... Wildcare members believe that Tasmania's special wild places, wildlife and cultural heritage, are an integral part of what makes Tasmania special.

It is up to us... We believe that as Tasmanians we have a responsibility to help care for our environment. We know that getting involved in volunteering in special places helps us to connect with, understand and value that place.

Everyone can find a way to be involved ... Wildcare members get involved in all sorts of projects: simple, small, large and extreme. Wildcare Branches support reserves, wildlife care and rescue and natural and cultural heritage sites. You can go to remote wild places or volunteer in a reserve closest to where you live.

It can change your life... joining a Wildcare activity has physical, mental and social benefits that in many cases are life changing. It's fun and deeply rewarding to join with others in doing something worthwhile.

We are partners with Parks and Wildlife Service... When working on reserved land, Wildcare members work with PWS staff, assisting and supporting them. We discuss issues, plan projects and make decisions with PWS staff.

WILDCARE TASMANIA OFFICE MEDIA CONTACTS

Sharon (CEO) or Kim (Member Services Coordinator)

memberservices@wildcaretas.org.au

Phone 61654230

www.wildcaretas.org.au