

## WACC POLICY

# PUBLIC STATEMENTS

*Issued by the Officers*

*May 2009*

## Background

1. Public statements are important in helping to communicate WACC's views, raising its profile and establishing its credibility.
2. WACC is committed to taking sides and to doing so publicly, and it is intended that the Association should have a clearly articulated position with respect to key issues related to communication rights and to the democratisation of the media.
3. This policy indicates the situations for which a public statement by WACC is appropriate, specifies the contents of statements and establishes responsibility for issuing them.
4. For the purposes of this policy, a public statement is the articulation of a position on behalf of WACC, or that may be construed as being attributed to WACC, with regard to any topical or ongoing issue that may be controversial.
5. Statements made in support of an event, such as a day designated to commemorate an historical occurrence or to recognise an ongoing situation, while not subject to the provisions of this policy should be consistent with the principles outlined.

## Topics

6. Public statements will only be made with respect to communication issues or the communication aspects of other issues.
7. A public statement on any issue will only be made when
  - a. WACC takes a position on that issue, and
  - b. WACC seeks to influence the current situation or a situation that may develop.

## Values

8. Every public statement will be consistent with the Christian Principles of Communication and will, whenever possible, reinforce those Principles.
9. The position taken in a public statement must reflect the view considered likely to be the one taken by the majority of the members of the Association.

## Format

10. Each public statement must include, so far as is appropriate, the following:
  - a. Clear identification of the issue being address and the specific aspects of the issue about which WACC is concerned,
  - b. WACC's view of the situation, indicating what is of concern and what is viewed favourably,
  - c. The basis for WACC's concerns with respect to the issue, including the reason for such concerns,
  - d. What WACC believes should be done to address the concerns,
  - e. An indication, when possible, of the specific actions that can be undertaken to address the concerns
  - f. Identification of those who should take action, and
  - g. The time frame within which action should be taken.
11. A public statement must make it clear that it has been issued by WACC and must include a brief summary of what the Association is and does.
12. Each public statement should include an attributable quote from an appropriate person associated with WACC, usually the President, the General Secretary or a Regional President (for an issue concerning primarily a single Region).
13. A public statement will normally be 'signed' by the President<sup>1</sup> and/or the General Secretary<sup>2</sup>.

## Authorisation

14. The Board of Directors, the Executive Committee, and the Officers acting jointly may issue public statements.
15. Any other public statement must be authorised by both the President<sup>1</sup> and the General Secretary<sup>2</sup>.

## Distribution

16. In order to be effective, a public statement must be brought to the attention of those whom WACC seeks to influence; therefore, such statements will be sent, as appropriate, to the following:
  - a. Those who may be able to take the action that WACC feels is appropriate.
  - b. Those whom WACC wishes to make aware of the situation, and/or

---

<sup>1</sup> If the President is unavailable, the Vice President or, if necessary when the statement needs to be issued urgently, another Officer.

<sup>2</sup> If the General Secretary is unavailable, the Deputy General Secretary or, if necessary when the statement needs to be issued urgently, the acting General Secretary.

## WACC Public Statements

- c. Media representatives who may raise awareness in the appropriate segment of the public.
- 17. Copies of all WACC public statements will be:
  - a. Sent to all WACC Directors and Regional Presidents, and
  - b. Posted on the WACC website.