



AURA Policy PL004 – Media and Promotion

Purpose

The Australian Ultra Runners' Association (AURA) was founded in 1987. The purpose of AURA is to foster and promote the sport of ultra running in Australia.

This policy outlines the protocol to be followed with respect to AURA's interaction with the media (including social media) and the public promotion of AURA. The goal of the policy is to ensure that all media comment and publicity emanating from AURA is consistent with the aims and objectives of AURA and the members it serves.

Policy

- AURA aims to engage with the media in an effective and constructive manner in order to build the organisation's profile and to contribute to public awareness about ultra running in Australia. To achieve this, AURA authorises a number of committee members to speak on its behalf.
- The President, Vice-President and Media Relations Officer may speak on behalf of AURA to the media (including TV, radio, print and via social media such as Facebook).
- Prior to making any media comment, the President, Vice-President and/or Media Relations Officer may confer with each other as/when appropriate in order to ensure that media statements accurately reflect the views of AURA.
- AURA members may speak on their own behalf as AURA members but not as a designated AURA spokesperson unless authorised to do so by the President, Vice-President or Media Relations Officer. Within this context, AURA members are encouraged to engage with the media to promote their own individual ultra running achievements.
- AURA regards it as irresponsible for any member to engage with the media in any activity or comment which is malicious or deliberately damaging to AURA or for any member to represent a personal viewpoint as a viewpoint held by AURA. Any such activity or comment will be viewed by AURA to be a breach of the Constitution (section 7).
- Authorised AURA spokespeople may initiate or respond to the media with statements about AURA, its activities or events, and/or ultra running in Australia.
- As a voluntary association, it is preferable for all media requests to AURA for comment/interview be made with at least 24hrs notice.
- AURA may or may not provide media comment on any particular issue depending on the timing, the nature of the matter and/or circumstances.



- AURA will only promote and/or advertise AURA sanctioned events within Australia.
- AURA may or may not promote notable achievements of AURA members.
- AURA may or may not promote some international ultra running activities/events conducted under the auspices of the International Association of Ultrarunners (IAU), of which AURA is a member.
- AURA will not promote or advertise non AURA sanctioned events within Australia or the achievements of non AURA members. This includes events and/or individual ultra running endeavours undertaken for charity or fundraising purposes.
- AURA reserves the right to remove from the AURA Facebook page any posts, advertisements and/or promotional material relating to events, activities, products or services which AURA deems to contravene AURA’s Media and Promotion Policy and/or the aims and objectives of AURA more generally.

Contacts

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| AURA Media Relations Officer | media@aura.asn.au |
| AURA President | president@aura.asn.au |
| AURA Vice-President | vp@aura.asn.au |

NOTE: Current AURA committee member names and contact phone numbers are available on the contact page of the AURA website at www.aura.asn.au/contact_us