

WADA MEDIA RELATIONS POLICY

Introduction

WADA has a strong commitment to providing factual, accurate and timely information to the public through the news media. To maintain quality and consistency in our public messages and to ensure that WADA's policies, priorities and actions are accurately presented, this memo stresses our policy commitment to a factual and effective media relations program. A fundamental aspect of our policy is public disclosure on WADA's policies, priorities and actions, except when law or ethics require confidentiality.

Spokespersons

WADA's official spokespersons are:

- WADA President, Witold Bańka
- WADA Vice-President, Yang Yang (*when and as the President delegates or deputes to the Vice-President*)
- WADA Director General, Olivier Niggli
- WADA Communications Director, Catherine MacLean
- WADA Head of Media Relations, James Fitzgerald
- WADA Media Relations and Communications Manager, Andrew Maggio

Standard Procedure*

- **Interview Requests:** All interview requests must go through the Media Relations Unit: either to WADA's Head of Media Relations or (if absent) WADA's Media Relations and Communications Manager.¹

**All direct calls or messages received from media, for an interview request or otherwise, must be transferred and reported to WADA's Head of Media Relations or (if absent) WADA's Media Relations and Communications Manager - no matter how informal the contact may be.*

- **Identify Appropriate Interviewee:** The Media Relations Unit will identify the most appropriate spokesperson and, if necessary, talking points. If it is determined that the interviewee should be a WADA Official² other than one of the official spokespersons, then where practicable and appropriate the interview will be conducted with either the Head of Media Relations or the Media Relations and Communications Manager present.
- **Follow-Up:** In cases where it has been determined by the Media Relations Unit that it is not practicable or appropriate for WADA's Media Relations Unit to be present for the interview, the interviewee should provide a brief summary of the topics covered in the interview and any possible issues so that appropriate follow-up

¹ Should a media inquiry be made to a member of a WADA Committee about confidential proceedings, such member should refuse the interview request and advise the Media Relations Unit a request has been made but not conducted due to confidentiality reasons. Details about the request should be provided to the Media Relations Unit to the extent the member is able to, taking into account, in particular, any confidentiality restrictions.

² For the purposes of the WADA Media Relations Policy, the term 'WADA Officials' refers to members of the Foundation Board, Executive Committee and other WADA bodies, including any deputy, as well as officers, employees (whether full-time, part-time, permanent or for a fixed-term), including the Director General and WADA Management, other persons who may be engaged by WADA from time to time (for example as agents, consultants, contractors or experts), and any other persons who are not members of WADA's paid staff and who provide their expertise to WADA programs and activities, including participants in the WADA Athlete Engagement, Independent Observers and Audit missions.

can be made (to acquire a copy of the article, provide additional information, develop relationship with the journalist, etc.).

Specific Issues

- **Confidential Proceedings.** As a rule, WADA does not comment on pending doping cases (including where the appeal window remains open), ongoing investigations or any confidential proceedings falling under the WADA Code of Ethics, so as not to compromise the integrity of the processes.
- **Code Compliance.** Interviews about compliance with the World Anti-Doping Code or of a more political nature must also first be vetted with WADA's Director General or Legal Director.

WADA Officials

- WADA encourages members of its Committees and Groups to promote the work being carried out by its various Committees and Groups. All WADA Officials must read and agree to comply with WADA's Media Relations Policy.
- WADA Officials will not use their title as WADA Official to make any public statement without prior clearance to do so from WADA's Head of Media Relations or (if absent) WADA's Media Relations and Communications Manager.
- If a WADA Official receives a request for an interview specifically in relation to his/her role in WADA, that individual **must liaise first** with WADA's Head of Media Relations or (if absent) WADA's Media Relations and Communications Manager. Where the interview is related to the work of a Committee or Group, the Chair of the relevant Committee or Group should also be informed of the interview request and should be consulted when identifying the appropriate interviewee and/or interview participants. In 'doorstep situations', where advance consultation is not practical, and is limited to requests that concern publicly available information, the WADA Official may respond to questions but must notify the Media Relations Unit as soon as possible after the interview (see above Follow-Up section).
- Except as required by law, or as authorized in the course of their duties, or as expressly authorized by the WADA Director General, WADA Officials cannot disclose or give to any person whatsoever, including in particular members of the media, any confidential information or document that comes to their knowledge or possession either directly or indirectly through their involvement as WADA Official, except for the information which has already been publicly disclosed or is in their possession independently from WADA.

Media Relations for Joint Programs

The policy below should be followed for the delivery of harmonized messages in relation to symposia, workshops or meetings organized in cooperation with stakeholders:

Coordination of communications and media efforts

- Organizers shall liaise with WADA's Head of Media Relations and/or WADA's Media Relations and Communications Manager well in advance of the scheduled event to establish a common media strategy and messages. The responsible WADA manager of the event shall be kept informed at all times.

- Organizers shall not produce any kind of communications (press release, press conference, advertising, interviews, etc.) prior to, during, or following the event without previously liaising with the WADA Media Relations Unit. WADA maintains final sign-off on all communications relating to the program.

Pre-event communications

- WADA and the program partner may send a joint media advisory prior to the event, as agreed.
- In certain cases, and only following proper consultation with WADA, a pre-event press conference may be considered.

Communications and media during event

- WADA event sessions and social functions are closed to media.
- In certain cases, and only following proper consultation with WADA, sessions may be open to journalists. In such cases, organizers shall be in charge of organizing the accreditation process (in liaison with WADA) and media facilities if needed.
- Also in such cases, to ensure that a consistent message is delivered, WADA will prepare key messages or talking points to be circulated to program speakers. WADA will send a note to speakers prior to the program requesting that all media requests be coordinated through the WADA Media Relations Unit.

Post-event communications

- For proper communication of program outcomes, post-event communications may include a media release, press conference, or the publication of a program outcomes document.
- WADA will coordinate these efforts with organizers prior to the commencement of the program.

General information

- General information about WADA and the latest news can be found on the WADA website (www.wada-ama.org).

Review of Media Relations Policy

- The WADA Media Relations Policy should be updated at least annually.

Contact information

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