



SOUTH AFRICAN FIGURE SKATING ASSOCIATION

Media & Communications Guidelines

SAFSA MEDIA AND COMMUNICATIONS GUIDELINES

1 Purpose

The purpose of the **SAFSA Media and Communications Guidelines** is to provide a clear framework for all media-related communication concerning the South African Figure Skating Association (SAFSA), its members, events and activities.

These Guidelines aim to:

- Ensure accurate, consistent and professional communication;
- Protect the reputation and integrity of SAFSA and its members;
- Support positive promotion of figure skating; and
- Align all communications with SAFSA Rules, Policies and Codes.

2 Scope and Application

2.1 These Guidelines apply to all forms of **media and public communication**, including but not limited to:

- Printed publications;
- Broadcast media;
- Digital and online media;
- Websites and newsletters;
- Event announcements and results publications; and
- Official SAFSA social media platforms.

2.2 These Guidelines apply to:

- SAFSA Council and office-bearers;
- Provincial Associations and Clubs;
- Local Organising Committees (LOCs);
- Officials, Judges and Referees;
- Athletes and Coaches, where they are identified as SAFSA members; and
- Any person authorised to communicate on behalf of SAFSA.

3 Relationship to SAFSA Rules and Policies

3.1 These Guidelines shall be read together with:

- The **SAFSA Media Rule**;
- The **SAFSA Social Media Policy**;
- The **SAFSA Code of Ethics**;
- The **SAFSA Code of Conduct**;
- The **SAFSA Code of Sportsmanship**;
- The **Sponsorship & Fundraising Policy**; and
- Relevant SAFSA Rules and Annexures.

3.2 These Guidelines are **advisory and operational** in nature.

Enforcement and disciplinary matters are governed by the **SAFSA Code of Conduct**.

4 Principles of Media Communication

All SAFSA-related communications should adhere to the following principles:

- **Accuracy** – Information must be factually correct and verified.
- **Consistency** – Terminology, titles and event naming must align with SAFSA Rules.
- **Respect** – Communications must reflect respect for athletes, officials and stakeholders.
- **Neutrality** – Communications must avoid bias, speculation or opinion presented as fact.
- **Transparency** – Official information should be communicated clearly and responsibly.

5 Authorised Communications

5.1 Only **authorised persons** may issue official statements, press releases or media commentary on behalf of SAFSA.

5.2 Authorisation includes:

- SAFSA President or designated Council member;
- SAFSA Communications Officer (where appointed);
- Authorised Provincial or LOC representatives within their designated scope.

5.3 Athletes, coaches and officials may speak to media **in a personal capacity** but must not:

- Represent personal views as official SAFSA positions; or
- Comment on matters reserved for SAFSA governance.

6 Competition-Related Communications

6.1 Official communications relating to competitions shall include:

- Correct event titles and year;
- Accurate section and discipline naming;
- Correct competitor type terminology; and
- Confirmed results only.

6.2 Communications must not include:

- Commentary on judges' decisions;
- Speculation regarding selection or rankings;
- Public discussion of protests, appeals or disciplinary matters.

6.3 Any limitation on media activity at events (e.g. live streaming, photography, embargoes) shall be communicated in advance by SAFSA or the LOC.

7 Titles, Results and Recognition

7.1 All published titles and references to achievements must comply with:

- SAFSA-approved titles and terminology;
- Event-specific naming conventions; and
- The applicable Annexures and Communications.

7.2 National Championship titles, SAFSA Finals titles and international representations must be clearly distinguished to avoid misrepresentation.

8 Photography, Video and Interviews

8.1 Photography, video recording and interviews must:

- Respect athlete welfare and safeguarding principles;
- Comply with event-specific permissions and restrictions; and
- Obtain appropriate consent, particularly where minors are involved.

8.2 Media interactions must not interfere with:

- Competition proceedings;
- Warm-ups or official practices; or
- Officials' duties.

9 Sponsorship, Branding and Commercial References

9.1 All media references involving sponsors, partners or commercial entities must comply with:

- The **SAFSA Sponsorship & Fundraising Policy**; and
- SAFSA branding and logo usage guidelines.

9.2 No communication may imply SAFSA endorsement of a sponsor, product or service without prior approval.

10 Digital and Social Media Alignment

10.1 These Guidelines operate in conjunction with the **SAFSA Social Media Policy**.

10.2 Media content shared digitally must:

- Align with the tone and standards set out herein; and
- Be promptly corrected if inaccurate or misleading.

11 Corrections and Clarifications

11.1 Where incorrect or misleading information is published:

- Reasonable steps should be taken to issue corrections promptly; and
- The correction should be clearly identified as such.

11.2 Disputes regarding media content should be referred to SAFSA through appropriate administrative channels rather than addressed publicly.

12 Monitoring and Review

12.1 SAFSA reserves the right to:

- Review official and public communications relating to SAFSA; and
- Issue guidance, clarification or directives to ensure compliance with these Guidelines.

12.2 These Guidelines may be updated from time to time to reflect changes in SAFSA Rules, ISU Regulations or communication practices.

13 Acceptance

All persons communicating on behalf of SAFSA are deemed to have accepted these Media and Communications Guidelines and to act in accordance with them when representing SAFSA or its Affiliates.