

# 天津茱莉亚学院教育发展基金会新闻发言人制度

(第一届理事会第五次会议通过)

## Tianjin Juilliard School Education Development Foundation Spokesman Policy

(Approved on the 5<sup>th</sup> meeting of the 1<sup>st</sup> Board of the TJS Foundation)

### 第一章 总 则

#### Section I General Provisions

**第一条** 为规范天津茱莉亚学院教育发展基金会（以下简称“**本基金会**”）的新闻舆论工作，建立公开透明的信息公开制度，提高公信力，切实保障社会公众的知情权、参与权和监督权，营造良好的社会舆论气氛，体现本基金会的理念，树立本基金会的良好形象，现依据《基金会管理条例》等规定和本基金会章程，结合实际，制定《天津茱莉亚学院教育发展基金会新闻发言人制度》（以下简称“**本制度**”）。

**Article 1** In order to standardize the news and public opinion work of the Tianjin Juilliard Education Development Foundation (hereinafter referred to as the "**TJS Foundation**"), establish an open and transparent information disclosure system, improve public credibility, effectively protect the public's right to know, participate and supervise, create a good public opinion atmosphere, embody TJS Foundation's philosophy, and establish a good image of TJS Foundation, the Tianjin Juilliard Education Development Foundation Spokesperson Policy (hereinafter referred to as this "**Policy**") is formulate in accordance with the *Regulations on Administration* and other provisions, and the Articles of Association of TJS Foundation, in light of the actual conditions.

**第二条** 新闻发言人作为一种“制度”，其内容涉及本基金会的重大事项、重要活动、重要决策、重大突发事件、公共政策、公共服务和社会关注的热点、难点等所有与公共利益直接相关的问题，是针对这些内容提供的一种接受公众公开咨询、质问和问责的制度。

**Article 2** As a Policy, its content involves all issues directly related to the public interest, such as major matters, important activities, significant decisions, major emergencies, public policies, hot spots and difficulties of public service and social concern, etc., and it is a policy that accepts public consultation, questioning and accountability in terms of the regards given.

**第三条** 本基金会理事会负责指定专人担任新闻发言人，全面负责本基金会新闻信息的组织、发布工作。由本基金会秘书处负责新闻发言人的对外联络工作。

**Article 3** The Board of Directors of TJS Foundation is responsible for designating staff to serve as the spokesperson, and is fully responsible for organizing and releasing of TJS Foundation's news and information. The Secretariat of TJS Foundation is responsible for the external liaison work of the spokesperson.

### 第二章 新闻发言人的职责

#### Section II Duties of Spokesman

- 第四条** 经本基金会理事会指定，新闻发言人可全权代表本基金会向新闻媒体、网络媒体发布本基金会信息。
- Article 4** Upon designation by the Board of Directors of TJS Foundation, the spokesperson may release TJS Foundation's information to the news media and online media on behalf of TJS Foundation.
- 第五条** 及时向本基金会秘书处汇报本基金会重要活动、重大事件或热点问题，拟定相应的宣传口径和措施并组织实施。
- Article 5** Timely report to the Secretariat of TJS Foundation about the important activities, significant events or hot issues of TJS Foundation, formulate corresponding publicity standards and measures, and organize their implementation.
- 第六条** 新闻发言人发布的新闻信息，其内容和口径须经本基金会理事会集体研究确定，必要时应按程序请示本基金会秘书处。
- Article 6** The content and version of press information released by the spokesperson shall be determined by the collective study of the Board of Directors of TJS Foundation, and if necessary, the Secretariat of the TJS Foundation shall be consulted in accordance with the procedures.
- 第七条** 负责建立本基金会新闻预警和舆情检测机制，研究、掌握舆论导向及境内外媒体对本基金会的有关报道情况，及时向本基金会秘书处通报，并有针对性地做好相关工作。
- Article 7** Responsible for establishing TJS Foundation's news and public opinion early warning and public opinion detection mechanism, researching and grasping the directions of public opinion and the relevant reports of domestic and foreign media on TJS Foundation, timely informing the Secretariat of TJS Foundation, and accomplishing relevant work in a targeted manner.
- 第八条** 正确引导舆论，积极检测舆论导向、研判涉及本基金会工作的舆论热点问题；并广泛搜集、了解、研究、分析新闻媒体及公众所涉及关于本基金会重大事项的报道评论情况。
- Article 8** Correctly guide the public opinion, actively detect public opinion orientation, and study and judge public opinion hot spots related to the work of TJS Foundation; and extensively collect, understand, research and analyze the news media and the public's reports and comments on major matters of TJS Foundation.
- 第九条** 负责接待来访的新闻媒体记者，为记者采访提供相关服务，就记者采访的问题予以配合、联系并进行答复。同时，负责回复记者的电话、传真和电子邮件等有关事项。
- Article 9** Spokesman takes care of reception of visiting news media reporters, providing relevant service for journalists' interviews, and cooperating, contacting and responding to journalists' questions. At the same time, the spokesman is responsible for responding to reporters' telephones, faxes and e-mails.
- 第十条** 认真做好对外新闻发布工作，对本基金会必要的重大事项召开新闻、网络媒体发布会或记者招待会，向新闻媒体、网络媒体进行通报，应根据新闻发布的有关规定，及时、准确、系统地做好全本基金会新闻信息公开发布的工作，主动引导舆论导向。
- Article 10** Conscientiously do a good job in external news releases, hold news and online media conferences or press conferences on necessary major matters of TJS Foundation, and notify the news media and online media, and in accordance with the relevant provisions of news releases, timely, accurately and systematically do a good job in the public release of news information of TJS Foundation, and actively guide public opinion.
- 第十一条** 及时在新闻、网络媒体发布涉及本基金会的新闻信息。
- Article 11** Promptly release news information related to TJS Foundation on news media and online media.

### 第三章 新闻发布的主要管理程序

### Section III Major Management Procedure of Press Release

## **第十二条** 明确发布主题：

- (一) 本基金会拟召开新闻发布会，应由新闻发言人先拟定新闻发布会的主题、内容及材料，并填写《新闻发布审批单》，呈报本基金会秘书长审签，再由理事长最终审批，严格对涉及本基金会的重大信息发布、舆情答复口径进行审核和把关；
- (二) 已获审定批准的新闻发布主题、内容，不得随意调整、变更，若遇特殊情况必须变更，应重新办理申报审批手续。未经允许，不得擅自按调整变更的主题内容进行新闻发布；
- (三) 对涉及本基金会的突发事件和重大事件，须第一时间报告本基金会秘书处，经审核批准后，方可实施发布。

### **Article 12** Define the subject matter of the release:

- (1) When TJS Foundation intends to hold a press conference, the spokesperson shall first formulate and propose the subject, content and materials of the press conference, fill in the "Press Release Approval Form" and submit it to the Secretary-General of TJS Foundation for review and approval application, and then the President of the Board of Directors shall finally review and approve it, by which to strictly review and control the release of major information and responses to the public opinion in relation to TJS Foundation;
- (2) The subject and content of press releases that have been approved shall not be arbitrarily adjusted or changed, and if it is necessary to change under special circumstances, the application and approval procedures shall be re-completed. Without permission, it is not allowed to change the subject and content of the press/news to be released;
- (3) For emergencies and major incidents involving TJS Foundation, they must be reported to the Secretariat of TJS Foundation as they occur, and only after review and approval can they be released.

## **第十三条** 组织发布材料：

- (一) 新闻发布材料一般包括主旨讲话和背景材料。主旨讲话主要介绍要发布的主题内容，应形成书面材料并在会上散发；背景材料应根据一个时期工作的热点和难点问题，做必要的答复准备；上述材料由相关部门提供，本基金会秘书处负责总把关，报本基金会领导审定。
- (二) 新闻发言内容必须严格符合党和国家的方针政策和法律法规，做到严肃、准确、权威，不得涉及国家秘密和商业机密。

### **Article 13** Organizing the materials of release:

- (1) Press releases materials generally include keynote speeches and background materials. The keynote speech mainly introduces the content of the subject to be published, which should be written and distributed at the meeting; background materials should be prepared for necessary responses in terms of the hot spots and difficult issues of work in a period; the above materials shall be provided by relevant departments, and the Secretariat of TJS Foundation shall be responsible for the overall control and report to the leaders of TJS Foundation for approval.
- (2) The content of news speeches must strictly conform to the principles, policies, and laws and regulations of the Party and the Nation, be serious, accurate and authoritative, and must not involve state secrets and commercial secrets.

## **第十四条** 确定发布形式和人员：

(一)以本基金会名义召开的新闻发布会，一般由新闻发言人发布，也可授权本基金会其他领导发布；

(二)未经批准，任何人不得以本基金会名义和人员身份擅自发布新闻。对违规发布新闻，造成不良影响和严重后果的，将视其情节追究当事人的相应责任。

**Article 14** Determining the form and personnel of releasing:

(1) Press conferences held in the name of TJS Foundation, release shall generally be issued by the spokesperson, and it may also be released by other leaders of TJS Foundation upon authorization;

(2) Without approval, no one shall release news in the name of TJS Foundation or personnel thereof. Where the illegal release of news causes negative impact and serious consequences, the parties concerned will be investigated for corresponding responsibility depending on the circumstances.

**第十五条** 自主新闻发布会应对讲台、背景、标识等进行规范化的场景布置。

**Article 15** Independent press conferences shall standardize the scene arrangements for platform, backgrounds, signages, and so forth.

## 第四章 附则

### Section III Supplementary Provisions

**第十六条** 本制度以中英文两种语言书写。如中英文版本产生歧义，以中文版为准。

**Article 16** This Policy is made in Chinese and English. In the event of a conflict between the two versions, the Chinese version prevails.

**第十七条** 本制度未尽事宜或与有关规定不一致的，按有关规定执行。

**Article 17** If any matters are not prescribed in this Policy or there are contradictions of this Policy to relevant provisions in the laws, regulations, and policies, the relevant provisions of the laws, regulations, and policies shall prevail.

**第十八条** 本制度由天津茱莉亚学院教育发展基金会理事会负责解释。

**Article 18** The TJS Foundation's Board of Director reserves the right of the final interpretation of this Policy.

**第十九条** 本自天津茱莉亚学院教育发展基金会理事会审议通过后生效。

**Article 19** This Policy comes into effect upon approval by the TJS Foundation's Board of Directors.