

**深圳市递爱福公益基金会  
新闻发言人制度  
Spokesperson Rules of  
the China DAF Charity**

**(2018年9月20日经本基金会第一届理事会第二次会议批准通过)  
(Approved and adopted by the first Board of Directors at its  
second Board Meeting on September 20th, 2018)**

地址：深圳市福田区红荔路1001号青少年活动中心小区4栋501  
Address: Room 501, Block 4, Shenzhen Adolescent Activity Center,  
1001 Hongli Road, Futian District, Shenzhen  
邮箱 (Email): [general@daf-charity.org.cn](mailto:general@daf-charity.org.cn)  
网站 (Official Website): [www.daf-charity.org.cn](http://www.daf-charity.org.cn)

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If you have any comments or suggestions on the content of this document, please send them to [general-office@DAF-charity.org.cn](mailto:general-office@DAF-charity.org.cn). We value your feedback and help in improving this document. The English translation has been reviewed by native English speakers.

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## 1 总则

### General Provisions

为进一步做好深圳市递爱福公益基金会（以下简称“本基金会”）新闻舆论工作，加强信息公开，提高公信力和透明度，根据《民政部关于推动在全国性和省级社会组织中建立新闻发言人制度的通知》（民发〔2016〕80号）的有关要求，本基金会制定《深圳市递爱福公益基金会新闻发言人制度》（以下简称“本制度”）。

For the purposes of enhancing its work concerning the press and public relations, improving the disclosure of information, and raising the level of credibility and transparency of the China DAF (Donor Advised Fund) Charity (hereinafter the ‘Charity’), the Spokesperson Rules (hereinafter the ‘Rules’) are hereby formulated in accordance with the requirements laid out in the *Notice of the Ministry of Civil Affairs on Promoting the Establishment of Spokesperson Rules in National and Provincial Social Organizations (No. 80 [2016] of the Ministry of Civil Affairs)*.

## 2 新闻发言人及其职责

### Spokesperson and Responsibilities

#### 2.1 首席新闻发言人及新闻发言人

##### Chief Spokesperson and Spokespersons

本基金会设首席新闻发言人 1 名、新闻发言人 1 至 2 名，由理事会执行委员会根据实际情况指定或更换。首席新闻发言人及新闻发言人的任期为两年。

The Charity shall have one Chief Spokesperson and one to two Spokespersons, the appointment and replacement of whom shall be decided by the Executive Committee of the Board of Directors in consideration of the actual situation. The term of office for the Chief Spokesperson and the Spokespersons shall be two years.

首席新闻发言人主要负责本基金会重大、敏感问题，全局性、综合性信息的对外发布以及本基金会的所有新闻信息发布；新闻发言人协助首席新闻

发言人的工作，根据首席新闻发言人的授权，对非重大问题、具体业务工作以及其他新闻事项进行信息发布。

The Chief Spokesperson is mainly responsible for the public communications concerning major or sensitive issues and strategic or comprehensive information about the Charity, as well as responsible for all press releases of the Charity. The Spokespersons assist the Chief Spokesperson in their work and release information on non-major issues, specific business matters, and other news matters as authorized by the Chief Spokesperson.

## 2.2 新闻发言人的基本职责

### Fundamental Responsibilities of Spokespersons

新闻发言人是基金会发布新闻信息的责任人，其他人员未经新闻发言人授权，不得擅自发布新闻信息。

The spokespersons are responsible for the release of news concerning the Charity. Other personnel of the Charity shall not release news without the authorization of the spokespersons.

新闻发言人需严格履行以下基本职责：

The spokespersons shall strictly perform the following fundamental responsibilities:

#### 2.2.1 根据新闻发布有关规定，及时、准确、系统地做好基金会新闻信息公开发布工作；

Release news in a timely, accurate and systematic manner in accordance with relevant regulations on press releases.

#### 2.2.2 根据本基金会秘书长办公会确定的时间、地点、口径和范围，通过新闻发布会、新闻通报会等形式，向媒体和公众发布本基金会重要活动、重大事件、相关工作重点和进展情况、突发事件的处置情况、媒体、公众关心的热点问题以及其它应公开发布的重要信息；

In accordance with the time, location, scope of disclosure and scope of audience as determined at the Secretary-General's Staff Meeting of the Charity, release information concerning important activities and major

matters, the priorities and progress of related work, the handling of emergencies, the hot issues in the media or public attention, and other important information through press conferences, press briefings and other forms of public communication.

- 2.2.3** 了解并分析新闻媒体和公众对本基金会所涉及业务的报道评论情况，接受并回应社会舆论监督；

Understand and analyze the reports and comments on the businesses of the Charity made by the news media or the public and accept and respond to the public discussion and monitoring.

- 2.2.4** 及时向秘书长办公会通报本基金会重大举措、重要活动和突发事件，拟定相应的宣传口径和措施；

Inform the Secretary-General's Staff Meeting of any major initiatives, important activities and emergencies of the Charity in a timely manner and develop the corresponding communication strategies and measures.

- 2.2.5** 建立基金会新闻预警和舆情监控机制，研究、掌握舆论导向及境内外媒体有关报道情况，及时向本基金会秘书长办公会通报并有针对性地做好相关工作；

Establish news alerts and public opinion monitoring mechanisms, study and stay informed of the public opinion and relevant reports by domestic and overseas media, report to the Secretary-General's Staff Meeting of the Charity in a timely manner, and carry out relevant work correspondingly.

- 2.2.6** 负责接待来访的新闻媒体记者，为记者采访提供相关服务，就记者拟采访的问题及人员予以配合、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。

Host visiting journalists, provide relevant services for interviews with the journalists, coordinate with personnel to be interviewed and respond to the questions of journalists, as well as respond to phone calls, faxes, emails, and other forms of inquiries from the journalists.

### 3 新闻发布范围及内容

## Scope and Content of Press Releases

本基金会新闻发布的范围及内容包括:

The scope and content of the press releases of the Charity include:

**3.1 常规信息:** 本基金会依法开展的各项业务工作信息;

**Regular information:** Information on various business activities carried out by the Charity in accordance with laws.

**3.2 重大项目:** 需要社会公众广泛知晓或参与的、媒体集中关注的本基金会发起迪爱福公益培训工程项目、中国递爱福捐赠者建议基金论坛项目的相关情况;

**Major projects:** Information of the DAF-Giving Charitable Training Projects and China DAF (Donor Advised Fund) Forum project, which need to be widely known or participated in by the public and focused on by the media.

**3.3 社会热点:** 属于本基金会职责范围内应公开说明情况的社会公众已经或有可能关注的热点问题;

**Hot issues:** Hot issues that the public is or may be concerned about and that the Charity has a responsibility to explain in public.

**3.4 突发事件:** 公共危机等突发性事件信息发布, 包括事件基本情况、本基金会所采取的措施及提示公众应注意的事项等;

**Emergencies:** Press releases on public crises and other unexpected events, including those concerning the basic situation of an event, measures taken by the Charity, and other matters that the public should pay attention to.

**3.5 公益活动:** 本基金会公益活动的阶段性工作目标及相关进展情况;

**Charitable activities:** Periodic goals and progress of charitable activities of the Charity.

**3.6** 在本基金会发布的公报、公告等形式之外需要进一步解释和说明的事项;

Matters requiring further explanations in addition to those communicated in the form of bulletins and announcements issued by the Charity.

**3.7** 其他依照法律、法规和国家有关规定应开展新闻发布的事项。

Other matters for which news shall be released in accordance with laws, regulations and relevant governmental rules.

#### 4 新闻发布工作的原则

##### Principles of Press Releases

- 4.1 信息公开原则：**新闻发布的内容以法定公开为原则，以不公开为例外，提高工作的透明度，保障社会公众知情权。但涉及国家秘密、商业秘密、个人隐私的信息除外。

**Principle of openness:** The content of press releases shall be based on the principle of “openness by law”, while non-disclosure shall be reserved for exceptional cases, so that the transparency of the Charity’s work could be improved and the public’s right to know guaranteed. However, information involving state secrets, trade secrets, or privacy shall not be disclosed to the public.

- 4.2 真实性原则：**新闻发布工作应尊重事实、实事求是，同时应尊重新闻规律，做好新闻策划，体现权威性、及时性、准确性。

**Principle of authenticity:** The press release should be based on facts, be truthful, and at the same time show respect for the prescribed mechanism of press release and should also be well planned, embodying authoritativeness, timeliness and accuracy.

- 4.3 积极主动原则：**本基金会应及时、主动发布信息，积极回应公众质疑，澄清事实，答疑解惑，主动引导舆论，维护和谐稳定舆论环境。

**Principle of proactiveness:** The Charity should release information promptly and proactively, and respond to public inquiries, clarify facts, answer questions, clear doubts, and guide public discussions in a proactive manner, so as to maintain a harmonious and stable environment for public discussions.

- 4.4 一致性原则：**涉及基金会战略合作伙伴的发布内容，基金会应提前与战略合作伙伴沟通确认，保持对外发布信息的同步与发布口径的一致性。

**Principle of uniformity:** The Charity should communicate and confirm in advance with Strategic Cooperation Partners the contents of the press releases



that they are involved with, in order to ensure simultaneous release of information and consistency of public statements between these organizations.

- 4.5 新闻发言人负责制原则：**本基金会工作人员凡接到媒体纸质、电话、电邮或当面要求采访的，应及时转新闻发言人，在本基金会秘书长办公会的协助下，由新闻发言人按相关规定履行采访程序。如遇重大突发性事件等特殊状况，须征得理事长审核同意后方可刊发或播出。未经批准，任何人不得以本基金会的名义擅自接受新闻媒体采访、对外发布新闻。因违规接受新闻媒体采访、对外发布新闻而给本基金会带来负面影响和不良后果的，将视情节追究当事人的相应责任。

**Principle of accountability:** Any staff member of the Charity who receives an interview request from the media through paper, phone, email, or in person should promptly transfer the interview request to the spokespersons. With the assistance of the Secretary-General's Staff Meeting of the Charity, the spokespersons shall go through the interview procedures in accordance with the relevant rules. In case of any major emergency or other special circumstances, news must be released with the approval of the Chairman of the Board. Without approval, no one can be interviewed by the news media or release news in the name of the Charity. If the Charity is adversely affected and faces repercussions due to unauthorized interviews with the media, the responsible persons should be held accountable, depending on the circumstances.

## 5 新闻发布的主要形式

### Main Forms of Press Releases

新闻发言人发布新闻信息的主要形式如下：

The main forms of press release by the spokespersons are as follows:

- 5.1** 通过新闻发布会、记者招待会、新闻通气会发布新闻信息。

Release news through press conferences, public interviews with journalists, and press briefings.

- 5.2** 通过书面形式发布新闻通稿或向媒体提供新闻素材（包括文字声像资料）。

Release written news articles or provide news materials to the media (including text, audio and video materials).

- 5.3 通过接受记者采访，向新闻界发表谈话、发布新闻信息。

Deliver a speech or release news to the media through interviews with journalists.

- 5.4 通过本基金会官方网站、微信公众号、微博公众号等相关媒体发布新闻信息。

Release news on the official website, the WeChat Official Account, or the official Weibo account of the Charity and other relevant media platforms.

- 5.5 其他本基金会确立的合法、合规的新闻发布方式。

Other lawful press release methods compliant with regulations as established by the Charity.

## 6 新闻发布工作程序

### Procedures of Press Releases

本基金会新闻发布的工作程序如下：

The procedures of press release of the Charity are as follows:

- 6.1 **提出发布需求：**本基金会的重大信息发布，本基金会的业务新闻发布，应根据实际情况制订新闻发布计划，经秘书长办公会同意后，由秘书长（或授权的执行秘书长）、理事长（或授权的执行理事长）联合签署后方可执行。

**Request for release:** Press releases concerning major information or releases concerning the business of the Charity shall be planned in accordance with the actual situation. The press release plan shall be approved at the Secretary-General's Staff Meeting and carried out after receiving the joint signatures of both the Secretary-General (or the authorized Executive Secretaries-General) and the Chairman of the Board (or the Executive Chairman of the Board).

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的，应重新办理申报审批手续。未经批准，不得擅自按照调整变更的主题内容进行新闻发布。

The theme and content of press releases that have been approved shall not be arbitrarily adjusted or changed. If they must be changed under special circumstances, the prescribed procedures shall once again be followed. Without approval, no press release shall be made in accordance with the adjusted or changed theme and content.

- 6.2 准备发布资料:** 原则上由新闻发言人组织起草新闻通稿, 相关业务部门应积极协助新闻发言人准备发布词、背景材料和答问口径, 新闻通稿由秘书长(或授权的执行秘书长)、理事长(或授权的执行理事长)联合审核、修改后, 新闻发言人方可发布。如发布资料涉及战略合作伙伴的相关信息, 本基金会在发布前取得战略合作伙伴的确认。

**Prepare for press releases:** In principle, the spokespersons shall organize the drafting of press releases. The related departments of the Charity shall assist the spokespersons in preparing the specific content, background materials, as well as related questions and answers concerning press releases. The spokespersons can only release news that have been jointly reviewed by the Secretary-General (or the authorized Executive Secretaries-General) and the Chairman of the Board (or the Executive Chairman of the Board). If the released information is related to the Strategic Cooperation Partners of the Charity, the Charity should obtain confirmation from them before the release.

- 6.3 实施新闻发布:** 新闻发言人具体实施信息发布, 本基金会有关人员可参与协助回应媒体提问。

**Implement the press release:** The spokesperson shall implement the press release. The related staff of the Charity may assist the spokespersons in responding to questions from the media.

- 6.4 事后效果评估:** 本基金会有须追踪媒体报道情况, 评估总结发布效果。

**Evaluate the effects of press releases:** The Charity shall track media reports and evaluate the effects of a press release.

## 7 新闻发布会的时间

### Time of Press Conferences

本基金会定期或不定期举行新闻发布会，如遇重大突发性事件等特殊情况，经秘书长（或授权的执行秘书长）、理事长（或授权的执行理事长）联合批准可随时举行。

The Charity may hold press conferences regularly or intermittently. Under special circumstances, such as major unexpected matters, press conferences may be held at any time upon the joint approval of the Secretary-General (or the authorized Executive Secretaries-General) and the Chairman of the Board (or the Executive Chairman of the Board).

## 8 附则

### Supplementary Provisions

**8.1** 本制度解释权由理事会授权本基金会理事会执行委员会行使。

The Executive Committee of the Board of Directors is authorized by the Board of Directors to interpret the Rules.

**8.2** 根据实际需要，本基金会理事会执行委员会可以根据本制度，制定具体的实施细则。

If necessary, the Executive Committee of the Board of Directors may further formulate details for implementation in accordance with the Rules.

**8.3** 本制度自 2018 年 9 月 20 日理事会审议通过后开始执行。

The Rules came into force following approval by the Board of Directors on September 20<sup>th</sup>, 2018.