

BUSINESS RULE –

Management of requests from the Media



STATEMENT

The ACCYPN believes in providing timely advice to all groups requesting information, including media requests. Where appropriate the ACCYPN Board of Directors may approach its members with expertise or an interest in the area to be commented on. It is acknowledged that this could contribute to delays in providing a response. This business rule outlines the process for dealing with urgent requests for information from media outlets.

When issues of relevance to the objectives of ACCYPN arise, it may be deemed appropriate to make a national media release. Alternatively, ACCYPN Directors may be contacted by representatives of the media for comment on topical matters.

OUTCOME

To ensure that the ACCYPN provides a consistent and carefully considered position to the media.

EVALUATION

Review of media releases on an annual basis at the same time as strategic planning is undertaken.

DATE INTRODUCED

20th May 2010

LAST REVIEW DATE

January 2020

NEXT REVIEW DATE

January 2025

ISSUED BY

Board of Directors ACCYPN

MEETING DATE BUSINESS RULE ENDORSED

26th March 2020

Media Releases:

1. All media enquiries received are to be directed to the Chairperson of the ACCYPN.
2. The Chairperson is the only member of the BOD who will respond to direct media enquiries seeking an opinion from ACCYPN. The Chairperson may arrange delegation of their media responsibilities in relation to issues and other Directors may only comment to the media following such delegation.
3. The ACCYPN should ensure that media training is undertaken by those Directors likely to deal regularly with the media.
4. The Chairperson may contact media outlets directly to publicise ACCYPN activities and initiatives. If Directors or members become aware of issues arising that would be valuable to publicise or be of interest to the wider community, these should be communicated to the Chairperson. Examples may include, relevant nursing research, national conferences or contentious issues relating to children and young people.
5. Following review and appropriate consultation by the Chairperson, a national media release will be made available via the ACCYPN website. The Chairperson or their delegate will be