



## Media Release

### POLICY

The media plays an important role in the distribution of information to those within the pharmacy industry and the wider community. The National Australian Pharmacy Students' Association (NAPSA) aims to provide assistance to various media outlets by writing media releases to specify the information we deem important.

It is imperative that when writing media releases, not only the correct information is given but also that NAPSA's values (refer to 'NAPSA Code of Conduct') are upheld.

### Writing Media Releases

- When writing media releases they are to be short, detailed and succinct. In the first few sentences the main point should already be revealed.
- Written always in third person
- Include as many quotes and/or evidence from relevant persons as needed to communicate the message
- If pertinent include supporting figures and results
- Have an appropriate and intriguing headline
- Keep to one page only
- Include your details (name, role, phone number, email) at the end of the media release. If there are details added of any other person not writing the media release, ensure that you inform them.

### Responsibilities

- The Board member responsible for Media and Publications is accountable for the overall management of media releases and communication with media outlets. This board member will be the initial person to proof read the media release. Following this, the President will then check the media release and the Secretary will send out this final copy.
- Any Board member or Chair is able to write a media release, however, they must send this through to be checked by the Director of Media and Publications. Once the final draft is done the President must always check this.
- If the Director of Media and Publications is not available at the time, the next point of call regarding the issuing of any written media releases is the President or Secretary.

### Releasing Information

- The person/s responsible for the media release and the President are only able to address the media. All other members of NAPSA (Chairs, Advisory Council, Branch

member) must have approval from the entire board before any information is released.

- It is important to show professionalism and good communication between NAPSA and any media outlets. This engagement with the media will create a positive image for NAPSA, displaying our strong unity.
- If there is the need to comment or release information you may do so, where the matter directly relates to your role within NAPSA and/or has been approved or deemed appropriate by the relevant overseer.
- This overseeing of information is undertaken so that continuity of communication and ethical, cultural and legal values are upheld within NAPSA.
- Always keep the focus on what benefit NAPSA's actions are having upon our members and/or for the profession.
- Focus on less selective aspects of any possible media release topic. For example if writing about attending a conference, talk about the benefits of the professional partnership (new or continuing). This is in order to show the benefits to all NAPSA members.
- Avoid all statements or media releases in general that will provide a sense of exclusivity. It is important to remember the perspective of all NAPSA members, the media as well as sponsors and stakeholders when writing a Media Release. This as to once again ensure a member focused association.

### **Issuing Statements**

- When making a statement it is important to remember that this is done so on behalf of NAPSA.
- Consequently, any individual opinions that do not coincide with NAPSA's values or are not relevant to NAPSA should not be disclosed.
- The release of any personal information regarding a NAPSA member of interest that may cause detriment to their role, reputation and/or NAPSA's standing is also forbidden.

### **Major Incidences**

- In the case of any sudden major incidences occurring whereby NAPSA is involved or it is deemed necessary to make a statement/media release, there must be an initial stance decided upon, before any information is released. However if this is not possible, the President is able to make comments without the decision from the rest of the board.

### **Unauthorised Media Disclosure**

- Any deliberate leaking of any information pertaining to confidential NAPSA documents or agreements is strictly not tolerated.
- This may pose a risk to NAPSA and its members and is highly unprofessional.
- Any NAPSA member or branch who is found to disclose any confidential information to the media or the public will be subject to any disciplinary action deemed necessary by the NAPSA Board.