

NATIONAL EMERGENCY NURSES ASSOCIATION



Board Policy	Media Response
Number of Pages	1
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Past Revision Dates	
Next Revision Date	November 2018

PURPOSE

- To promote public awareness and understanding of NENA decisions, policies, issues facing Emergency health care workers, services, programs and new and emerging initiatives.
- To provide members with an understanding of the policies surrounding public statements and media relations and establish procedures for designated members to use in providing timely and effective responses to inquiries from the media.
- To promote NENA’s reputation and ensure consistency and professionalism in how NENA and its designated members communicate with the media.

POLICY

As an open, accountable and transparent organization, NENA values the role that media plays in communicating news and information to the public, to help inform the public on issues and to report on the public’s views and opinions. NENA is committed to providing accurate information and responding to media requests with promptness, courtesy, honesty and respect.

The principle spokesperson for NENA is the President. When appropriate, the President may designate a media spokesperson to respond to a media inquiry to ensure that information is disseminated quickly and accurately to all interested media.

Individual members may speak to the media as a private citizen; however they are not authorized to speak on behalf of NENA unless explicitly designated by the President.

Any media requests to attend or report on NENA business must be vetted through the NENA Executive prior to permission being granted.

When media requests are received, the following criteria need to be considered: negotiate response /deadline; media organization; anticipated questions and format; create key messages and objectives

When speaking with the media:

- Prepare for the interview
- Consider your key messages
- Anticipate questions and plan responses