

NATIONAL EMERGENCY NURSES ASSOCIATION



Board Policy	Media Response
Number of Pages	1
Approval Date	November 2018
Past Revision Dates	February 2016

PURPOSE

- To create guidelines for a NENA response to media requests for information
- To further establish guidelines for dissemination of information from NENA to the media

POLICY

- NENA believes the media plays a vital role in communicating news and information to the public, in informing the public on issues and reporting 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 spokesperson for NENA is the President. When appropriate, the President may designate an alternate spokesperson.
- Individual members may speak to the media as private citizens, however they are not authorized to speak on behalf of NENA unless explicitly designated by the President.
- All media requests to attend or report on NENA business must be vetted through the NENA Board of Directors (BOD) prior to permission being granted.
- When media requests are received, the following must be considered in preparation:
 - A timely response
 - The media organization and format
 - Anticipate questions and plan responses
 - NENA's key messages and objectives