



POLICY ON MEDIA

1. PURPOSE AND SCOPE

- 1.1 The Australasian College for Emergency Medicine has a strong public image as an organisation committed to ensuring that high quality emergency care is available to the people of Australasia.
- 1.2 It is incumbent on the College to ensure that all statements to the media from College spokespeople reflect the stated objectives of the College:
 - The Australasian College for Emergency Medicine is an incorporated educational institution whose prime objective is the training and examination of specialist emergency physicians for Australia and New Zealand.
 - The Australasian College for Emergency Medicine has a vital interest in the quality of emergency medical care provided to the community and therefore has a wide range of subsidiary objectives relating to emergency department accreditation, policies and standards for the emergency medical system, teaching and research, publication, and those aspects of the medico political framework that have a direct impact on health outcomes for emergency patients.
- 1.3 The Australasian College for Emergency Medicine encourages media training for Fellows involves in media activities.

2 POLICY CONTEXT

- 2.1 The Honorary Secretary shall be responsible for media coordination.
- 2.2 It is the responsibility of the President with the College Executive to provide comment and information to the media to promote and explain College position and policy.
- 2.3 Responsibility for comment can be delegated but in general terms the following principals apply:
 - Australasian medico-political issues - comment by President or Council Executive member.
 - Regional/State medical-political issues – comment by Faculty Chair or regional Councillor.
 - Public interest items/clinical issues – comment by Chair of relevant Committee/subcommittee or by listed media spokesperson for the relevant area. Where the issue is of regional relevance, a local spokesperson is preferable if available.
- 2.4 All media inquiries should be directed in the first instance to the College Office. The College will liaise with the President or Honorary Secretary for Australasian issues or the Faculty Chair for regional issues to ensure consistency of information.
- 2.5 Faculties wishing to issue a media release should contact the College Office for assistance or advice.
 - 2.5.1 Faculty-issued media releases must be sent to the College Office for information and archiving.
- 2.6 The services of the College Media Officer may be made available for Faculty issues at the discretion of the Honorary Secretary.