MEDIA POLICY

1. INTRODUCTION

The Australasian College for Emergency Medicine (ACEM) is the not-for-profit organisation in Australia and New Zealand responsible for the training of specialist emergency physicians and advancement of professional standards in emergency medicine. As the peak professional organisation for emergency medicine, ACEM has a vital interest in ensuring the highest standards of emergency medical care are maintained for all patients across Australasia. State and Territory Faculties throughout Australasia target local issues and strive to raise awareness of emergency medicine care on behalf of their communities.

As the peak professional organisation for emergency medicine in Australasia, ACEM receives media inquiries, produces media releases and is asked to comment on a variety of issues across Australia and New Zealand. ACEM acknowledges the important role that the media plays in the context of its work across education, training and policy, and advocacy. It is important that ACEM presents information consistently, effectively and professionally to the media.

2. PURPOSE

The Media Policy addresses how ACEM responds to media enquiries and issues, the type of media issues ACEM comments on and the designated ACEM spokespeople.

The purpose of this Media Policy is to ensure that ACEM presents a unified, informed and consistent response to the wide range of emergency medical care issues with which ACEM is involved across Australia and New Zealand.

Key Words

Media; media enquiries; media releases; spokespeople

3. DEFINITION OF THE MEDIA

The term ‘media’ encompasses all mass external communications activities undertaken by ACEM, including, but not limited to, coverage in the press, radio and television, and on the internet.

This Media Policy covers contributions to print, radio, television, and online media such as interviews and commentary, and media statements, letters and editorials.

4. POLICY

4.1 Background and purpose of media

ACEM’s Vision is:

‘Be the trusted authority for ensuring clinical, professional and training standards in the provision of quality, patient-focused emergency care.’

ACEM’s Mission is:

‘Promote excellence in the delivery of quality emergency care to the community through our committed and expert members.’
As the primary authority and public face of emergency medicine in Australia and New Zealand, ACEM has a responsibility to ensure the public can understand its positions and that its media responses are accurate, consistent, timely, authoritative, reassuring, and interesting. This will be assisted by close engagement with the ACEM Board, including the President, and all Fellows, and will be guided by ACEM’s values of Respect, Accountability, Collaboration and Integrity.

ACEM also has an important responsibility to inform the general public, via the media, on topics of emergency medicine concern or on issues where emergency medicine standards or procedures have been called into question.

Fellows, trainees, SIMGs, and employees also expect ACEM to positively advocate and represent the profession in the media on a wide range of issues that affect emergency physicians and their patients.

To assist with facilitating a coordinated and timely response or approach to the media, all communications should be managed and coordinated by ACEM’s Communications and Engagement department, specifically its Executive Director and/or Public Affairs Manager.

4.2 Benefits of coordinated media and strategic communications

One significant way ACEM reinforces its role and objectives, including its advocacy, awareness and member support work, is through reinforcing its position on varying issues to the general public and seeking to inform public opinion through the media.

The Media Policy forms parts of ACEM’s broader strategic communications and engagement strategy which focuses on:

- Growing ACEM’s brand and capacity to influence key stakeholders
- Improving and deepening member engagement across the College, and
- Providing high quality communications services to the members and organization.

Successful management of ACEM’s media issues ensures the public profile and reputation of ACEM, its Fellows and trainees is positively maintained, reinforced and enhanced.

4.3 Principles

In responding to the media ACEM will adhere to the following principles.

ACEM may:

- Comment on Federal and State Government health policy as it affects emergency medicine in Australia and New Zealand
- Respond and react to comments made by allied health or other agencies
- Comment on authenticated new emergency medicine research
- Comment on emergency medicine procedures and operations
- Comment on individual emergency medicine excellence
- Profile and publicise ACEM research or individual emergency care research
- Profile and publicise the work of ACEM committees, Faculties, and the Council of Advocacy, Practice and Partnerships (CAPP)
- Comment on matters to which it has previously gone on record to discuss, or matters in which it has a stated position that is publicly available for review/comment, and
- Comment on matters which, in the opinion of the President, are of significant public interest.
ACEM does not:

- Comment on personal issues that concern a Fellow, trainee, SIMG or employee’s remuneration, fees for service, competency or ability
- Rate emergency physicians
- Rate emergency departments/hospitals
- Comment on adverse events in the hospital setting if it is likely to have an impact on disciplinary or legal proceedings
- Comment on individual emergency care matters or give an opinion of emergency care cases that are before a court of law
- Endorse individual emergency care products or techniques that have not been researched by credible methodologies; and
- Comment on a product or procedure that gives the product owner a commercial advantage.

5. MEDIA SPOKESPEOPLE

The nominated spokespeople for ACEM are:

1. The President and/or the President-Elect/Immediate Past President as applicable. If unavailable this responsibility can be delegated to another ACEM Board member or ACEM member in accordance with their expertise.

2. Specific Fellows who are subject matter experts in their chosen field, and/or specific Fellows or employees identified and approved from time to time by ACEM, including Committee Chairs of various COE or CAPP entities.

3. Faculty/Committee Chairs.

The President is (default) primary spokesperson on all College matters.

‘College spokesperson’ should only be used at the discretion of the President.

College staff should coordinate all media activity (both proactive and reactive) with the Communications and Engagement department, and work closely with Fellows, staff and other stakeholders to achieve clear outcomes (under the delegation of ACEM’s Executive Director of Communications and Engagement).

ACEM’s Executive Director of Communications and Engagement and/or the Public Affairs Manager can engage with the media to discuss issues, provide background, and to maintain good working relationships with journalists. This assists with positioning of media releases and ensuring ACEM stories are more likely to get coverage.

6. ASSOCIATED DOCUMENTS

- ACEM Constitution
- ACEM Regulations
- External Communications Policy (COR607)
- Intellectual Property Policy (COR64)
- Policy on Conflict of Interest (COR139)
- Social Media Policy (COR345)
- Communications and Engagement, Communications Strategy
7. DOCUMENT REVIEW

Timeframe for review: every two (2) years, or earlier if required.

7.1 Responsibilities

Document authorisation: Board
Document implementation: Executive Director, Communications and Engagement
Document maintenance: Governance and Standards Manager

7.2 Revision History

<table>
<thead>
<tr>
<th>Version</th>
<th>Date of Version</th>
<th>Pages revised / Brief Explanation of Revision</th>
</tr>
</thead>
<tbody>
<tr>
<td>v1</td>
<td>Nov-2016</td>
<td>Approved by Council</td>
</tr>
<tr>
<td>v7</td>
<td>Jun-2017</td>
<td>Approved by Board; substantive revisions throughout</td>
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<tr>
<td>v8</td>
<td>Feb-2018</td>
<td>Minor amendments to s4.3 re endorsement of individual products and clarification of product endorsement clause, amendments to s5 spokespersons, incorporating President-Elect and Immediate Past President.</td>
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