

CSACI Media Policy - March 4, 2009

Principles of CSACI Media Policy

1. Clarity.
2. Consistency.
3. Transparency.
4. Respect.

Media Policy

1. The CSACI is the voice of allergists in the country. Any public comment associated with the organization therefore reflects on public attitudes towards all allergists. Therefore, the CSACI must speak with "one voice".
2. The CSACI should have a series of policy documents/position papers on key issues that are made available to all executive members and are used as the "talking points" for media interviews.
 - 2.1 These documents evolve from policy resolutions/positions of the CSACI, voted on by the elected representatives of the membership or the membership themselves. These resolutions therefore reflect the opinion of Canadian allergists and should be the basis on which all public comments are made by the organization's spokespeople.
 - 2.2 The policy book need not cover, nor could it, every possible issue; but focusing positions on evolving hot topics is necessary.
3. Media requests for CSACI-specific comment must go through/be referred to the CSACI Manager or President to locate spokesperson, conduct prep and ensure consistency of messaging.
 - 3.1 Note, this process need not take a long time, and obviously some common sense flexibility is required.
4. Individual allergists holding executive positions with CSACI are restricted from commenting publicly on their personal opinions on sensitive policy issues identified by the organization. Opinions must reflect the organization's position.
 - 4.1 Personal opinions related to practice areas or research is not restricted - but the distinction that these are personal comments must be made to the reporter. If there is any concern that such comments could be interpreted as commenting on a sensitive CSACI policy area, it is advisable to consult the CSACI Manager or President.
 - 4.2 While it is fine to ask to see your verbal quotes in writing in advance of publication this request is not always, or even often, granted. It is also not applicable to broadcast interviews. It is therefore advised to read from "the playbook", the

organization's policy book.

- 4.3 There is also no guarantee that media will make the distinction that opinions are personal and not representative of the CSACI. Comments on sensitive CSACI policy issues should therefore be subject to the organization's policy book.
- 4.4 It is useful to think of the CSACI executive as a government cabinet. Members of the cabinet speak with one voice so there is not (usually) public confusion on important policy issues. The CSACI should strive for the same clarity.
5. When accepting an Executive position within CSACI, this media policy and the organization's policy book should be clearly understood and accepted.
6. Questions on this policy can be directed to the CASCI Manager or President.