

PVA Media Procedures

April 2, 2007

Why do we need media procedures?

- Effective communication insures public support for industry
- Organized response builds credibility and usefulness as a media source
- Less stress for everyone when there is a known plan in place

Policy Statement

- PVA Executive Director:
 - Official spokesperson
 - May delegate
 - Coordinator in emergency

Media Procedures

- Members may always speak for themselves
- Industry or industry segment inquiries referred to PVA

Guidelines for Media

- Obtain name of reporter and publication
- Be **prompt**, helpful and honest
- Understand their questions
- No gossip, no “no comment”
- Fully disclose when stating opinion
- Taboo issues: legal, personnel, crisis

Industry Emergency/Crisis

- PVA Executive Director responsible for all association communications
- PVA Web site will be key medium

What's Next?

- ✓ Media Procedures
- Develop Comprehensive Communication Plan
 - Timing of regular releases
 - Proactive story placements
- Crisis Plan