

## Media Policy

<b>Publication date</b>	September 2008
<b>Summary</b>	To describe Coalition of National Nursing & Midwifery Organisations' process for interaction with the media
<b>Contact</b>	
<b>Applies to</b>	All members of CoNNMO
<b>Distribution</b>	All CoNNMO Members
<b>Related documents</b>	
<b>Reviewed</b>	March 2010
<b>Review date</b>	March 2012

### Policy Aim and Objectives:

This Policy aims to facilitate the timely response of CoNNMO to relevant media enquiries or opportunities.

It provides guidance as to how CoNNMO will manage opportunities.

Media releases and responses by CoNNMO must be in the express interest of the CoNNMO members and supporting the nursing profession in general.

### Responsibility for media:

The Chair of the CoNNMO Council or delegate is responsible for providing timely, accurate and relevant information in relation to media or communications.

The Chair of the CoNNMO Council and Secretariat are the main contacts for CoNNMO media enquiries and will develop media communications and responses.

There should be no comment to the media under the umbrella of CoNNMO responses without the express approval of the CoNNMO Chair or delegate.

### Issuing media releases or written responses:

Media releases or written responses will be issued by the CoNNMO Chair or delegate with approval of council members. All media releases must be issued on standard CoNNMO media release templates. The approved media release must be saved as a PDF file before distribution.

### Media opportunities:

The diversity of the range of groups within CoNNMO presents many opportunities for positive media coverage. If you believe that there is an issue which would provide a valuable media opportunity, please contact the CoNNMO Chair or Secretariat.

Representing the national interests of nurses and midwives in all sectors of the health profession

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The Coalition of National Nursing & Midwifery Organisations acknowledges the traditional owners and Elders past and present of the land on which we meet across Australia

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