



MEDIA AND PUBLIC RELATIONS POLICY

Overview

As an international security association, ISMA and its programs, activities and plans are of special interest to the security industry.

To maintain a professional and trusted relationship with the media, information from ISMA must be accurate, timely, complete and in harmony with the official position of the organization.

The Executive Director has been designated as the first and primary contact with the media.

In the interest of orderly, consistent management of the information released to the media, and to protect the interests of the organization and its members, the following guidelines have been established:

Speaking on Behalf of ISMA

The ISMA president of the Board of Directors and the Executive Director are the only individuals who may speak on behalf of the organization, unless otherwise requested by the ISMA Board of Directors.

ISMA Members

ISMA members who speak to the media and identify themselves as members of the association are expected to discuss ISMA in a positive light or not to comment. ISMA members who wish to respond to an issue raised by the media are asked to coordinate their response with the Executive Director.

The following are additional guidelines for ISMA members who speak to the media and identify themselves as a member of the association:

- ISMA members who speak publicly may communicate the fact that they are ISMA members.
- The ISMA Executive Director will coordinate all media opportunities where ISMA members have been invited to participate due to their affiliation with ISMA.
- If contacted about ISMA directly by a member of the media, redirect him/her to the ISMA Executive Director. She will coordinate the interview between the media and the appropriate member.
- If the reporter asks questions about ISMA that you do not feel comfortable answering, refer the reporter back to the Executive Director.

- In the event the reporter asks you for a reference to another spokesperson during the interview, channel the inquiry back to the Executive Director as appropriate, to include any recommendations you may have on other resources (ISMA members).
- In the event you are quoted in the media or appear on a broadcast or cable program as an ISMA member without the knowledge of ISMA, please inform the Executive Director so that ISMA can obtain a clip of the on-air coverage or a copy of the publication.

Confidentiality

All ISMA members shall maintain the trust, integrity and confidentiality of the association during media interviews.

Times of Crisis

If a member of the media contacts you about ISMA during a crisis, refer the caller to the Executive Director who will coordinate a response on behalf of the ISMA.

Media Access to ISMA Events

All ISMA conferences and other events are closed to the press. Members of the press who are invited to speak at ISMA events are only permitted to be in the meeting room during their speaking session.