

Approved AWMS Protocol for Commenting in the Media on Contentious Issues

**Drafted 21 August 2007 by Terry Korn
Amended by Terry Korn on 6 July 2009**

Procedure

1. An issue associated with wildlife management is identified/nominated by an AWMS committee member or ordinary member as being contentious or worthy of comment by the society.
2. The president (or vice-president if the president can't be contacted) agrees that the society should comment on the issue.
3. An appropriate response is quickly prepared for the media by the AWMS media spokesperson with the assistance of relevant AWMS members.
 - (i) It must be remembered that after three days an issue generally fades from the media so it is important to respond quickly.
 - (ii) If the designated AWMS media spokesperson is unavailable another spokesperson is arranged if possible by either the president or vice president.
4. Where the issue is relevant to an approved AWMS Position Statement the response must be consistent the Position Statement.
5. Where no Position Statement exists, the response will be based on best practice.
6. The draft press release is then approved for release by the President or nominee.
7. The AWMS media spokesperson contacts the relevant media outlets to inform them that AWMS will be commenting on the issue and distributes the approved press release to the relevant media outlet.
8. The AWMS media spokesperson follows up the distribution with a phone call and arranges interviews.