



MSV GUIDELINES MEDIA POLICY

You may be contacted by your legislators or the media to speak on behalf of MSV regarding health care-related issues, and we wanted to let you know that we have resources available to assist you in these instances. If you want to comment on behalf of MSV, please note that we have a policy in place to ensure that your messages accurately convey MSV's positions. We appreciate if you follow our policy to ensure we are able to continue to promote the value of physicians and their insights in health care.

Policy on statements on behalf of MSV

This policy outlines the coordination of contact between MSV and the public – media, legislators, public, etc. It is designed to ensure that in all dealings with the public, MSV acts in a professional, coordinated manner and that all statements delivered on behalf of MSV are accurate and appropriate. All media/public relations activity should aim to educate and raise awareness on particular health care issues and should be consistent with MSV's strategic plan.

Examples of public contacts include: providing information via media releases or statements, letters to the editor, responding to media/legislator/public inquiries over the phone and e-mail, interviews or briefings, disclosing information to the media, comments on talkback radio, addressing a seminar or conference where the media are present, and media activities for events, reports, and launches. Please note that, as a MSV board or member, any remarks you make may be interpreted as representing MSV.

Responsibilities

The Media, Communications and PR Manager Hedi Cho will cultivate relationships with the media, field media inquiries and keep media contact records. She is responsible for overseeing media releases and statements and coordination of interviews, media kits and background materials; liaison with appropriate staff to coordinate responses to media issues and alert senior management to sensitive or controversial hot topics relevant to MSV.

To do

1. If you receive an inquiry from a legislator or member of the media, please refer the contact to Hedi immediately if possible at hcho@msv.org or 804-377-1025.
2. Tiffany will then coordinate with EVP Melina Davis-Martin, the MSV President and the MSV policy team to coordinate an accurate statement or position on behalf of MSV and then debrief you accordingly.
3. MSV staff is available to join you in interviews to provide additional background information.