**– S.O.P**

**IADVL MEDIA CELL - IADVL KN BRANCH**

**-Dr.Narendra Kamath**

1. The cell shall be headed by Honorary Secretary, KN Branch
2. Constituent members – President, Past President, President – Elect (Senior & Junior), Zonal co-ordinators.
3. Zonal co-ordinators shall have an additional responsibility at zonal levels to manage the media
4. Press release regarding trivial matters/ legal issues/ mass health challenges shall be done by secretary after conferring with the core committee. Routine announcements like ‘Observance Day celebrations’, events and conferences may be done independently.
5. Intricate association related matters are not to be released to the press. Issues of national health importance will be announced only as per guidelines laid by Government/ after directives from government. The core committee shall be contacted prior to such announcements.
6. Co ordinators shall operate at zonal levels and shall contact secretary before press releases. He/ she shall announce data provided within the framework of the matter provided/ cleared.
7. Co ordinators shall send a report to the secretary on monthly basis
8. Events/conferences/ CME/ workshop conducted by a local body/ society shall involve the co ordinator in press conferences
9. Secretary/ Co ordinators shall regularly announce health related activities done under its banner by association/ society/ individual and provide release to local media. Health related activities include – Camps, Awareness campaigns, Education programs, Training programs for teachers/ health workers, Radio/TV talks/phone-in programs, and publication of books/ media articles.
10. Never under any circumstances shall the cell be used for personal gains. It will always be a release on behalf of the IADVL KN branch, and not by a individual.
11. Close co ordination may be developed with local print media, TV channels and publishers. If necessary, registration may be done with the local branch of Press Club of India. Registration charges/ honorarium incurred (if any)may be sent to secretary with necessary papers for reimbursement. Bribing of media is never to be entertained.
12. Medico legal/ legal issues are best minimally entertained by the cell to avoid complicating issues. Pressure from members to publicise certain issues are best avoided. Individual gains/ demeaning of another member may be a hidden agenda here.
13. No anecdotal mentions are permitted in a release. Individual names are best avoided being mentioned.
14. In cases of a committed member being implicated in a issue, the Press release is best done by the next- in- command.
15. The main hub for media cell is best operated from Bangalore for administrative ease.