



## MEDIA POLICY

Members of The Society of MSKCC are asked to honor our media policy in order to send a clear and consistent message to the marketplace on behalf of the Center and The Society. While media coverage of our events and programs is encouraged, The Society must be aware of all media communications so that media coverage fairly reflects all aspects of The Society and the information disseminated is accurate. To this regard,

- If any Member of The Society is contacted by the press, The President or Executive Director of The Society must be consulted before granting any interviews or making any formal statements relating to The Society.
- No member of The Society may seek to secure media coverage of The Society without prior consent of The President or Executive Director of The Society.
- In the spirit of The Society's events, it is understood that Members of The Society are often photographed and may, from time to time, be asked for comment about The Society. It is anticipated that Members will continue to respond to media questions with the utmost discretion that reflects the overall goodwill of The Society. Members are asked to direct all media inquiries that require clarification to The Society President or Executive Director.
- The President and Executive Director will be media trained to conduct media interviews as spokespersons for The Society. When/where appropriate, other members of The Society, including committee chairs, will also be media trained and will be provided with relevant 'talking points in order to complete media interviews.