

Society of Gastroenterology Nurses and Associates, Inc.	
<i>Board Policy &amp; Administrative Procedure Manual</i>	Policy No: A-5 Page: 1 of 1 Effective Date: 07/12 Revision Date: 05/92, 10/99, 5/08, Review Date: 10/10, 11/12, 2/15 2/02, 10/06, 10/08, 10/10, 11/12, 2/15
<b>Subject:</b> Testimony or Media Appearance by SGNA Members	
<b>Review Responsibility:</b> Articles and Bylaws Committee	

**Policy Statement:**

The SGNA Board of Directors will determine the policy of the Society. The President will be the primary spokesperson for the Society.

**Focus:**

Primary: SGNA Members

**Purpose:**

To provide guidelines for an SGNA member acting as a spokesperson on issues related to the field of gastroenterology/endoscopy, including but not limited to legal testimony, participation at state licensing boards and legislative hearings, and providing interviews or quotes to the press/media.

**Procedure:**

1. An SGNA member may represent SGNA only as directed by the Board of Directors.
2. An SGNA member who is not directed to represent SGNA may use SGNA membership or leadership as part of their individual credentials but must state that their participation is personal opinion and not that of SGNA or the SGNA Board of Directors.
3. If an SGNA Board member or general member of SGNA is solicited to give expert legal testimony, provide a quote, write an article, give an interview or appear within the media or legal system in any way other than as a fact witness, the member should follow these procedures:
  - 3.1 First disclose that the President is the primary spokesperson for the Society and direct the solicitor to the Executive Director, who will then inform the President and Marketing & Communications staff.
  - 3.2 In the interest of consistent messaging on behalf of the Society, only the President or another representative designated by the President and/or Board of Directors will be called on to respond to media requests as appropriate. If the President declines the opportunity and the SGNA Board does not designate the original member approached by the media to represent the Society, they must disclose that they are not speaking on behalf of the Society
  - 3.3 When participating in expert legal testimony or a media interview, SGNA Board members should use their best judgment, based upon the topic of conversation. Perception often sends an unintended message. If the topic is controversial, i.e., related to an SGNA position statement or standard and guideline, the SGNA Board member's message should equal SGNA's position.

Otherwise, it disrupts SGNA's cohesion, consistency and reputation. When in doubt, discuss the situation with the Executive Director and Marketing & Communications staff.

3.4 If the media contacts an SGNA Board member or general member during a time of crisis, refer the solicitor to the Executive Director.

4. With SGNA's current strategic focus, additional media outreach may be incorporated into marketing plans and/or efforts. In order to build and maintain a professional and trusted relationship with the media, all responses to press inquiries should be timely and accurate. Marketing & Communications staff will be the primary point of contact for press relationships initiated by the Society.