



## **Media Policy**

### **Introduction**

The PEI College of Pharmacists is an established and reputable organization. The College has a responsibility to be open and responsive to media requests as the media is one of the many ways our stakeholders build their perceptions of the College.

### **Purpose**

This policy exists to assure that information shared by the PEI College of Pharmacists is timely, accurate, comprehensive, authoritative and relevant to all aspects of the College. Adherence to this policy is intended to provide an effective and efficient framework to facilitate the timely dissemination of information.

### **Scope**

This media policy applies to all employees of the PEI College of Pharmacists as well as members of Council, Committee Chairs and Committee members when representing the PEI College of Pharmacists. This policy covers all external news media including broadcast, electronic and print.

### **Designation of a Spokesperson**

The Registrar is the principal media contact and organization spokesperson. The Registrar will research each media inquiry to determine the best way to provide information in relationship with other information that may not yet be public. The Council, through the President, will convey the official PEI College of Pharmacists position to the Registrar on issues of significance or situations that are particularly controversial or sensitive in nature.

### **Guidelines for Media Requests**

- Any media requests for interviews, position statements, or for general information shall be received by the PEI College of Pharmacists in writing.
- The Executive Committee of the Council of the PEI College of Pharmacists will review and approve all requests.
- Media requests made in-person at the PEI College of Pharmacists office will not be granted.

When an on-camera, telephone, radio or in-person interview is granted by the PEI College of Pharmacists, a list of potential questions should be received by the office no later than 24 hours prior to the date of the interview. The Registrar will forward the request to the council



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executive for review. The PEI College of Pharmacists reserves the right to remove any question from the potential list.

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