



VIETNAM VETERANS ASSOCIATION OF AUSTRALIA SOUTH AUSTRALIA BRANCH INCORPORATED

Administrative Instruction 37/2011

GUIDELINES FOR MEDIA INTERVIEWS

Introduction

1. From time to time media organisations seek comment from Vietnam veterans on a range of subjects not necessarily related to veteran's welfare. Particular care needs to be exercised when responding to requests, to ensure that personal opinions are not reported as Association policy, and not to involve the VVAA in arguments unrelated to the Association's welfare objectives.

Detail

2. No strict rules can be offered on this subject as the circumstances and topics that could involve the media are many and varied. However, some basic guidelines are offered to assist individual veterans and sub-branches to determine how they should react if approached by the media.
3. **These guidelines are:**
 - (a) **Individuals** Each veteran has the right to offer their point of view on any subject but, prior to making a comment, the individual must emphasise that the comment offered represents a personal point of view and must not be quoted as having anything to do with the Association.
 - (b) **Sub-Branches** When local TV stations, radio stations or newspapers want information involving Vietnam veterans the Sub-Branch President, or his delegate, should respond. Sub-branch members should be briefed to restrict their comments to personal views and to provide the name of the Sub-Branch President if further information is sought. If the media organisation is a State or National organisation the Sub-Branch President should refer the matter to the State President for comment. The Policy Handbook is to be adhered to at all times, where applicable.
 - (c) **State Branch** When media organisations are seeking the views of the Association, the interviewer should be directed to the State President to provide official comment. When media organisations find a contact they generally pursue that contact irrespective of their current status within the VVAA. Therefore, any comment from past State Executives should be on a personal individual basis and they should refer the media organisation to the current State President for official Association comment.
4. **Restriction** Under no circumstances should any veteran not holding a current executive position, either at State or Sub-Branch level, make comment to the media regarding the VVAA.

Authority

State Council Meeting: 20th Feb. 2011