

MEDIA POLICY OF AMNESTY INTERNATIONAL NEPAL

August 2009



1. SCOPE

This media policy of Amnesty International Nepal (AIN) sets policy governing the release of public information, which is defined as information in any form provided to news and information media, especially information that has the potential to generate significant media, or public interest or inquiry. Examples include, but are not limited to, press releases, media advisories, news features, interviews and web postings.

2. APPLICABILITY

- (a) This policy applies to AIN, and local Groups and Networks affiliated to it
- (b) In the event of any conflict between this policy and any other AIN policies and directives, this policy shall govern and supersede any previous issuance or directive.

3. PRINCIPLES

- (a) AIN, is committed to a culture of openness with the media and public that values the work related to protection and promotion of human rights
- (b) Consistent with AIN statutory responsibility, AIN will make appropriate dissemination of information concerning its organizational opinion related to human rights issues and its activities.
- (c) In keeping with the desire for a culture of openness, AIN's designated officials may, consistent with this policy, speak to the press and the public about their work.
- (d) This policy does not authorize or require disclosure of information that is exempt from disclosure under any law or otherwise restricted by statute, regulation, Executive Order, or AIN policy.

4. RESPONSIBILITIES

- (a) The Director or the official assigned by him/her is responsible for developing and administering an integrated communications program. He/she will also develop criteria to identify which news releases and other types of public information will be issued publicly by AIN.
- (b) Director has ultimate responsibility for the accuracy of public information.
- (c) All AIN officials authorized to releasing information (through interview, press briefing) that has the potential to generate significant media, or public interest or inquiry are required to coordinate, in a timely manner, with the appropriate public affairs officers prior to do so.
- (d) All AIN designated officials are expected to adhere to the following code of conduct:
 - (1) Be honest and accurate in all communications.
 - (2) Ensure a respect to organization's official position on the subject.
 - (3) Honor publication embargoes.
 - (4) Respond promptly to media requests and respect media deadlines.



- (5) Act promptly to correct mistakes or erroneous information, either internally or externally.
- (6) Promote the free flow of information related to protection and promotion of human rights.
- (7) Protect non-public information.

5. REPRESENTATION OF AI NEPAL TO THE MEDIA

Members of AIN Groups, Networks and Individual Members should refrain from representing AI Nepal to the media. They should refrain from expressing views and comments on the capacity of AI members except they refer to documents that are officially made public by AI Nepal or AI IS.

If a Board member is invited or wishes to speak to the media in the name of AI Nepal he/she must first discuss the matter with the Chair and/ or Director. If a Board member is speaking to the media on a subject that is totally unrelated to AI Nepal's field of work and in his/her non-AI Nepal capacity, s/he should make every effort to ensure that s/he is not identified with AI Nepal.

Board members may be asked to speak to the media in an Amnesty International role other than that of Board member, and in this instance should seek advice from the Chair and/or Director.

6. INTERVIEWS

- (a) Only spokespersons designated are authorized to speak for the media in an official capacity regarding AIN policy, programmatic, and budget issues.
- (b) In response to media interview requests, AIN will offer articulate and knowledgeable spokespersons who can best serve the needs of the media.
- (c) Any AIN official providing material to the press will identify himself/herself as the source.
- (d) Public information volunteered by a AIN official will not be considered exclusive to any one media source and will be made available to other sources, if requested.

7. PREVENTING RELEASE OF INTERNAL INFORMATION TO THE MEDIA

Release of internal information in any form (e.g., documents, through interviews, audio/visual, etc.) to the news media is prohibited. The disclosure of internal information to unauthorized individuals may be cause for prosecution and/or disciplinary action against the AIN officials involved. Ignorance of AIN policy and procedures regarding internal information does not release AIN officials from responsibility for preventing any unauthorized release.

8. PREVENTING UNAUTHORIZED RELEASE OF SENSITIVE BUT NON-INTERNAL INFORMATION/MATERIAL TO THE NEWS MEDIA

All AIN's public information requires accountability and approval for release. Release of public information to unauthorized personnel is prohibited. Unauthorized release of public information may result in prosecution and/or disciplinary action.

Designated officials to represent AI Nepal to the media

1. Chairperson of AIN or the member of NEC assigned by her/him
2. Director of AIN or the staff member assigned by her/him.

