

Publicity guidelines

Guidelines:

Only reputable media coverage.

If any SSPA members are contacted by the media in regard to representing the Association, e.g. filming at a National Convention, the member or members concerned must contact the National Council in regards to the guidelines.

The SSPA must not let the media have control – we must have control of what we want filmed and who and how we portray ourselves.

If possible, try to see how the media want to portray us and take control, e.g. have our say on the editing; see what they have filmed before it goes to air, e.g. proof-read the story before it goes to print.

Types of publicity:

- Publicity for oneself.
- Publicity to represent the SSPA – Nominated persons should be considered for this i.e. the National President, Parent Representative or other members with authority.

With 'publicity for oneself', the SSPA has no control over what information is given to the interviewer, but as a member of the SSPA, they should be aware that whatever they say, the general public automatically assumes that they are a reflection of the whole Association.

Publicity 'no's':

- Dwarf throwing is definitely past its 'used by date'. It has been banned and therefore there is no need for it even to be mentioned.
- Sexual questions – This is a very personal matter for the individual, and should be of no interest to the interviewer, or reader/viewer.
- Individuals' choices to have or not to have children – This is a very personal matter, as well as a sensitive topic.

Publicity 'yes's':

- History of the SSPA/LPAA
- Aims and objectives
- Achievements of the SSPA and individual members.

Any questions or comments concerning these guidelines should be directed to Megan Lilly, SSPA Media Liaison Officer at e-mail: lillypond14@bigpond.com.au.