

PRESS RELEASES and other media statements

1. Draw a clear line between the CAC position and your own opinions. Do not put out material giving your own views and expect CAC to endorse it.
2. Stick to facts and check the facts you use.
3. No hearsay, even if you can give a source. The first thing a sub-editor will do is remove the attribution, so that you will be out on a limb.
4. Don't try to be funny. You are trying to reach people who do not share your sense of humour.
5. No slang. Keep it formal, leave it to the media to 'dumb down'.
6. No vulgarities, unless you're quoting something. Four-letter words make you appear illiterate or inarticulate, since it is illiterate or inarticulate people who use them most.
7. No personal attacks or name-calling. We are not out to make enemies but to influence people. We won't do that by being abusive. (Maybe the guy is a grade-A prat but there are ways of making that clear without saying so.)
8. No libels. If in any doubt, check with the Chair.
9. Press releases should be not more than one side of A4 long. Three-page statements won't be read.
10. Items for the print media must be typed. Handwritten material won't be read.
11. Give one person's name and address. Giving more than one name confuses people.
12. Tell the Chair or the Hon.Sec. what you're doing before it gets to the stage where you need a decision whether or not to publish or participate. You are more likely to get the go-ahead if you don't spring things on them.
13. Copy all press releases in the name of CAC to the Hon.Sec.. Please copy any published statements, letters etc. to either the Chair or the Hon.Sec. for the records.
14. IMPORTANT. CAC is an unincorporated body. This means that each member of CAC Council as an individual is responsible if the Campaign becomes involved in any legal action. Maybe you can afford to be sued for libel, but some of us can not. It is the Hon.Sec.'s name and address which are listed in reference books and databases and her address which appears on the notepaper. Therefore she reserves the right to repudiate in writing to the publisher or broadcaster concerned any statement in the name of CAC which she is not told about, in advance if possible but in any case within seven days of it being issued.

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