



ASIS Guidelines for Addressing the Media or Members of Congress

The following guidelines have been put together to assist ASIS volunteer leaders and subject matter experts when talking with the media or Members of Congress.

- You will speak as members of ASIS and/or a member of an ASIS council. DO NOT represent ASIS or speak on behalf of ASIS. Only the president of ASIS and/or its chief executive officer can speak on behalf of ASIS according to the association bylaws.
- President of the Board of Directors: When speaking for the association, the title, "President, ASIS International" should be used; there should be no mention of the individual's employer affiliation.
- Board of Directors, other than the president: When speaking as an industry expert, identify yourself as a member of ASIS, but DO NOT include your position on the Board, as this could be interpreted as a conflict of interest.
- You will be interviewed for your expertise, not your company affiliation. For example, "As a security professional and member of ASIS's council on XYZ, my expert opinion regarding this security crisis is as follows...."
- Always attribute ASIS and reiterate your role as a council member. This enhances credibility as a speaker.
- If contacted directly by a member of the media, please redirect him/her to the ASIS manager of marketing responsible for public relations at +1.703.518.1465. The manager then will coordinate the interview between the media and the appropriate member.
- If a reporter asks questions about ASIS that you do not feel comfortable answering, please refer the reporter back to the ASIS manager of marketing responsible for public relations at +1.703.518.1465.
- In the event the reporter asks for another spokesperson after your interview is complete, please direct him/her to another ASIS member, whenever possible and appropriate. If another security professional would be a better fit for the inquiry, then go ahead and make that suggestion.
- In the event you are quoted in the media or appear on a broadcast program without the knowledge of the ASIS Marketing Communication Department, please let the ASIS manager of marketing responsible for public relations know so that we can obtain a clip of the on-air coverage or a copy of the publication.