

Media Rapid Response Protocol  
(Approved 10/06/14)

- The Media Rapid Response Team (MRRT) consists of the Executive Director, the Chair of the Issues Committee and Board members appointed by the President.
- Officers, Directors of the Board, and Committee Chairs can bring to the President or Executive Director's attention a breaking news story that bears on issues or matters affecting or relating to AABANY's mission and which requires a quick response from AABANY.
- The President would refer the matter to the MRRT. The same day, within 3 hours of the President's referral, the team would make a recommendation to the President. Depending on the urgency of the situation, the President may request a faster turnaround time.
- The President will recommend to the Board whether or not a statement should be issued. The President may delegate the making of the recommendation to the Executive Director, who will follow the President's instructions in doing so.
- If the recommendation is to issue a statement, the Board must raise an objection within three hours of the President or Executive Director's request. Depending on the urgency of the situation, the President or Executive Director may request a quicker response time from the Board.
- Barring any objections, the MRRT will proceed to draft a statement for immediate release to be reviewed by the President. The action will be ratified at the next Board meeting immediately following the release of the statement.
- The MRRT will issue the release.