

## **ADMINISTRATIVE INSTRUCTIONS FOR MEMBERS, ARCHERS, COACHES, JUDGES AND STAFF OF HKAA IN HANDLING PRESS INTERVIEWS/ENQUIRY**

In order to promote the sport of Archery in HKSAR, members are encouraged to provide the press with accurate and positive information pertinent to their own sphere of responsibilities. Furthermore, to foster a positive image and for the best interest of the sport, all members (including Ordinary and Associate Member Clubs), Archers, Coaches, Judges and Staff of HKAA, both inside and outside the HKSAR whilst representing the Association in Overseas tournaments and official events, are reminded to observe the following instructions when answering press enquiry, interviews or addressing the public, no matter on pre-arranged or ad hoc occasions.

### **OFFICIAL SPOKESPERSON OF HONG KONG ARCHERY ASSOCIATION**

In respect of all matters pertinent to policies, financial arrangement or executive procedures of HKAA, the Chairman, Vice Chairman, Honorary Secretary General and Honorary Treasurer (the Officers) and any Staff duly authorized by the Officers are the designated official spokespersons. The Officers may also appoint directors or selected archers, coaches/team managers or judges to answer press enquiry or addressing the public with respect to their concerned spheres of expertise or responsibilities.

### **INSTRUCTIONS IN ANSWERING PRESS ENQUIRY/INTERVIEW**

- If the interview is arranged through HKAA, staff will, as far as possible, obtain questions from the press prior to the interview and inform the interviewee for ample preparation;
- Questions for individual archers/coaches or members should confine to their respective experience, knowledge or personal feelings on their own achievement. Questions pertinent to policies, financial arrangement or executive procedures of the Association should be referred to the Officers or staff duly authorized by the Officers;
- If the interviews are not arranged through HKAA, the Association should be informed prior to the interview, together with the intended questions and answers or as soon as practicable afterwards for overseas events;
- Interviewees are to familiar themselves with the objectives of the Association in promoting the sport of Archery in Hong Kong and to confine their answers to their own personal experience, knowledge or feelings on their achievement along with factual and objective comments. Hearsay comment or unsure criticism should be avoided and personal data privacy must be observed;
- In order to provide necessary support to the interviewees (archers), EC or representative of the Member Club will be informed and assigned to provide necessary assistance to ensure accuracy of the answers (CD for coaches, JD for Judges and TD for Team Managers overseas);
- If the interviews are to be conducted in the competition venue, respective DOS must ensure that safety is of paramount importance and ensure strict compliance by the press and interviewees.

# 香港射箭總會會員、射手、教練、裁判及本會職員接受傳媒訪問/查詢

## 行政指引

本會所有會員（包括附屬會員）、射手、教練、裁判及本會職員，在香港或海外代表本會參加比賽或本會官方活動時，不論訪問是預先安排或臨時採訪，當向傳媒發言或發放消息時，受訪者在表達有關言論時須力求準確及全面，儘量帶出正面及鼓勵性的訊息，以推廣香港射箭運動，並需遵守以下指引：

### 香港射箭總會官方發言人

凡涉及本會政策、財政資助、執行政程序等事宜，香港射箭總會之官方發言人為主席、副主席、秘書長、司庫(主要執委成員)及任何獲主要執委授權之本會職員。本會主要執委亦可根據各專項管轄權責委任本會總監、射手、教練、領隊或裁判解答傳媒查詢或向外界發表意見。

### 對傳媒接受訪問 /發放消息指引

- 若訪問經本會安排，本會職員需盡量及預先向有關傳媒取得是次訪問內容及問題，以便通知受訪者作出充裕準備；
- 訪問時內容應以該射手/教練或會員相關經驗、射箭知識或其成就之個人感受為主。對於訪問涉及本會政策、財政資助、行政程序之問題，需轉介本會主要執委或由獲授權之本會職員處理；
- 若訪問非經本會安排，受訪者須事先通知本會，並提供有關內容包括訪問時的問題及答案。如在外地接受突發性採訪，有關內容亦應盡快通知本會；
- 受訪者在發言時，應熟悉本會在推廣香港射箭運動之宗旨，訪問時內容應以分享個人感受、經驗、射箭知識為主，作客觀評論與事實報導，避免涉及傳聞或不肯定之評論，且接受訪問時需留意有關個人資料（私隱）條例之規定；
- 本會會通知及委派有關執委或屬會代表向受訪者(射手)提供相關支援，以便向傳媒提供適當及準確資料(教練由教練總監負責；裁判由裁判總監負責；海外賽事領隊由賽事總監負責)；
- 若訪問於比賽期間進行，當日執勤之發令長需以安全至上，確保傳媒及受訪者嚴守安全規則。