



Advanced Media Workflow Association, Inc. Policy on Member Press Releases

Title: Policy on Member Press Releases

Source: AMW ASSOCIATION

Version: 1.0

Approved by AMWA Board: 11/14/2005

The AMW Association recognizes that members may wish to create press releases or other public materials which refer to the AMW Association, Advanced Authoring Format (AAF) technology, or other aspects of the Association's activities. The AMW Association notes that such public statements can be of benefit to the Association, and we encourage this activity. Because these public statements can have a direct affect on the Association, the Association has adopted the following set of recommendations for members:

1. Members are encouraged to use the resources of the AMW Association to further public statements about AAF and the AMW Association. Members are welcome to interact informally, and this interaction is encouraged.
2. The Executive Director of the Association is available to provide statements for inclusion in press releases and other member company documents. While the Executive Director will not make statements that favour any one member over another, or endorse specific products, he will provide statements regarding activities and developments that support the overall goals of the Association.
3. The AMWA Board of Directors requests that members provide copies of AAF-orientated press releases to the board at the time they are made public.
4. The AMWA Board of Directors requests that members consult the Board prior to releasing materials to the public which are critical of AAF or the Association.

If you have any questions regarding this policy, please contact the AMWA at info@amwa.tv.