



November 1, 2017

SUBJECT: MEDIA RELATIONS

This policy establishes procedures for communication and contacts with news and media organizations, their representatives, and individual freelance writers or producers.

A primary objective of media relations is the preservation and protection of the rights of the asylum seekers and at-risk immigrants we serve. Proper media contacts will reinforce the quality reputation of the Interfaith Welcome Coalition and provide the public with information concerning the programs and opportunities offered by the IWC.

Definitions:

“News and entertainment media organizations” include radio, television, newspapers, magazines, newsletters and/or computer on-line information services with the potential for wide dissemination and influence.

“Leadership Team” is the group of individuals who provide strategic planning and guidance of the Interfaith Welcome Coalition. A list of these individuals and contact information will be provided.

Guidelines:

1. All official contact with representatives of news organizations or media shall be orchestrated by the Leadership Team of the IWC.
2. IWC volunteers who are approached by the media should refer all contacts to a member of the Leadership Team for assessment.
3. Pictures for media purposes should not be taken of women and children served by the bus station ministry and airport ministry unless approved by the Leadership Team.
4. In emergency situations, volunteers should make every effort to protect the privacy of the families we serve and refer media requests to the Leadership Team.
5. Volunteers are encouraged to express their opinions to the media concerning all matters. However, in order to avoid any inference that they are representing the IWC in their views, volunteers must clearly present their opinions as their own and not identify themselves as IWC volunteers.

Lenna Baxter
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