



REVISION HISTORY

Revision of policy version 1.0 approved by the Board of Trustees on 5/10/2017.

BACKGROUND/PURPOSE

To establish reactive and proactive protocols for communication with the media, ensuring timely, accurate, and consistent dissemination of information about UUCWC. The purpose of authorizing individuals to communicate with the media is to ensure that the church is represented in the media accurately and in a manner consistent with its mission and vision.

DEFINITIONS

Media refers to external news organizations, including but not limited to print, broadcast, Internet-based, and social media organizations. *Reactive communication* refers to instances in which the media contact UUCWC (examples: statement about an incident/event at church; request for comment on an issue in the news). *Proactive communication* refers to instances in which UUCWC initiates contact with the media (examples: news release; placing a statement or image in the name of UUCWC on a social media outlet.)

POLICY

It is the policy of UUCWC that in instances of reactive communication:

- The minister, the minister's designee, or the President of the Board of Trustees has authority to speak with the media on behalf of UUCWC. If the minister is unavailable, then the president of the Board of Trustees has authority to address the media on behalf of UUCWC.
- Individuals not specifically designated by the minister do not represent UUCWC when speaking with the media even if approached by the media for comment.

In instances of proactive communication:

- The minister, in consultation with the Communications Team may initiate contact with the media, or
- The President of the Board of Trustees and the Board President's designee, in consultation with the minister, may initiate contact with the media.
- No other individuals are authorized to contact the media on behalf of UUCWC.

News releases and related collateral are issued:

- (1) to market the church to the external community;
- (2) to promote church- and committee-sponsored events;
- (3) to position the minister and UUCWC consistent with our church's mission/vision and with Unitarian Universalist principles.

Unitarian Universalist Church at Washington Crossing



MEDIA RELATIONS

COMMUNICATIONS TEAM

News releases promoting events sponsored by external organizations will be issued only if there is significant UUCWC involvement and, depending on the circumstances, may be drafted in

cooperation with that organization. Members or friends named or quoted in, or photographed for, news releases or other proactive media outreach must sign a [publicity release form](#). *There are no exceptions to this requirement.*

MEDIA RELATIONS

12.8.2021
APPROVED