



Media Policy

Accurate, balanced news coverage of our organization is very important as we work to build and maintain public understanding of, and support for, our services. Our goal is to be open and responsive to the public and the news media by providing information in a timely way. We want to be thought of as a leader in youth services.

Care must be exercised, however, to assure we do not give out confidential information about our customers/clients. Nor can we offer information that would be useful to our competitors, including unannounced services and forecasts of future programs. We do not disparage our competition in the media or in any other communication, whether internally or externally. Every effort must be made to guarantee the accuracy of information we disseminate, and to assure that it is provided by the people who are knowledgeable on the issue, who understand the media, and know how reporters conduct interviews and what we can and cannot say.

We have three basic guidelines related to dealing with the media:

1. Only those who have received specific authorization from the Executive Director or the Chairman of the Board of Directors are to respond to media inquiries for information. If you are contacted by a reporter, do not give out any information, no matter how insignificant it may seem, until you have received specific approval to do so. If the Executive Director is unavailable, secure contact information including what matter they are calling in reference to, which media outlet they represent; along with their deadline and how to contact them. Immediately advise our Executive Director. The Executive Director will decide how to handle the response.
2. Any effort to contact the media on behalf of the organization to generate or respond to media coverage, including letters to the editor or blogs, must be coordinated. Internet posts, including blogs by employees, even if not done during working hours, must be cleared and approved in advance by the Executive Director. Lacking specific approval, such communications are not permitted, and may result in disciplinary action. Such communications may include, but are not limited to: news releases, news briefings, news interviews, news conferences, public service announcements, advertisements, public affairs programs, radio or television talk shows, letters to the editor, guest editorials and requests for sponsorships or editorial support, blogs, posts on YouTube, Facebook, Twitter, or other Internet sites newsgroups, chatrooms, wikis, and forums.
3. Communication of a sensitive nature, which may be deemed damaging to the BARC organization, must be reviewed by the Executive Director with the Board President. Legal advice should be sought, as appropriate, prior to any public statement being made.

Employee Signature

Date