

Pacific Crest Youth Arts Organization

Media Relations Policy

Board of Directors

Pacific Crest Youth Arts Organization

Media Relations Policy

I. Overview

Pacific Crest takes our responsibility to manage all of our external communications seriously. Given today's highly competitive 24-hour news cycle – involving broadcast television and radio networks, hundreds of cable channels, and thousands of specialty online news sites and blogs – it is imperative that we convey only accurate and consistent information about Pacific Crest to the public via the media.

This policy contains guidance for appropriately and effectively communicating information about Pacific Crest, and ensures a level of professionalism and quality that today's media and its consumers demand. Additionally, it provides specific guidance about how Pacific Crest's members, staff and volunteers are to respond to requests by the media for information or comment.

This policy is applicable to all staff, volunteers and members of Pacific Crest.

II. General Policy

The mission of Pacific Crest's Communications personnel is to safeguard and enhance the reputation and brand image of Pacific Crest. In conformity with that mission:

1. Only the Executive Director, President of the Board of Directors or approved personnel may act as a spokesperson to represent Pacific Crest to the media and/or public officials.
2. Staff Members may speak to local or regional media only upon approval of Pacific Crest's Executive Director. All other media requests should be referred to Pacific Crest's Executive Director or President of the Board of Directors.
3. If given authorization to speak with media as a representative of Pacific Crest by the Executive Director, assume everything you say is "on the record." If a television camera is present, assume it is ON. Be at your best and remember that on this occasion you are a representative not only of the Pacific Crest organization, but of the Drum Corps activity as a whole.

In the event of a crisis or emergency affecting Pacific Crest, the Executive Director or President of the Board of Directors will handle all contacts with the media and will coordinate the information flow from Pacific Crest to the public.

In the event there is a request for information regarding another participating organizations those requests shall be referred to DCI.

No participating organization may speak in a derogatory manner about another participating organization or about DCI. Any questions regarding another organization should be referred to the affected organization, and those regarding DCI are to be sent to the executive director of DCI and/or the official communications designee.

III. Handling Unscheduled Media Contact

If you are contacted by a member of the media or a camera crew shows up to a rehearsal space or performance event unannounced, please adhere to the following processes:

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- Be polite, courteous and calm. Try to smile the entire time.
- Tell the reporter that you are happy to refer his/her request to the appropriate people and someone will get back to him/her as soon as possible.
- If pressed, explain to the reporter that this is routine procedure and all media inquiries are handled in this way.
- Assume everything you say will be published or broadcast.
- If a television camera is present, assume it is ON. Do not put your hand in front of the camera or otherwise try to block the camera from filming.
- Do not physically confront the reporter in any way.
- Do not answer questions or provide comment.

Gather the following information:

- The reporter's full name;
- The name of the media outlet he/she represents;
- The reporter's telephone number and email address;
- Nature of the inquiry/information requested/reason for calling;
- The reporter's deadline.

Forward the information gathered above to Pacific Crest's Executive Director and President of the Board of Directors as soon as possible.

IV. Monitoring and Enforcement

If an individual believes that there has been a violation of this policy or any related policy, the violation shall be reported immediately to the Executive Director.

If Pacific Crest determines a member, staff member or volunteer has violated this policy, we may take action against an individual up to and including contract termination