

## GUIDELINES FOR INTERACTION WITH MEDIA

Established February, 2016

### **Guidelines for Executive Council**

Media can play an important role in delivering our message to the wider church as well as to other audiences. As members of the Executive Council, we want to work with the media in order to be accurate, timely and appropriate. Should there be any issues that arise as a result of dealing with the media, contact the public affairs officer.

Two points to remember: communications is evangelism; and members of the media are doing their jobs.

- Media are invited to attend Executive Council meetings, as are visitors and others. Media must abide by the same norms as visitors and others in attendance concerning such matters as seating, executive sessions, and not participating in the proceedings.
- Media, like visitors, must present themselves to the committee chair when attending a committee meeting.
- During executive sessions, Executive Council and committees should post in an obvious location that an executive session is underway. The post should be removed when the executive session is completed.
- There are times when Executive Council members may be asked questions during a meeting, such as a follow-up or clarifying question about the business of Executive Council. When speaking with the media, Executive Council members should indicate that they are offering personal opinions and are not representing The Episcopal Church or the Executive Council.
- If approached by the media, members of the Executive Council do not have to talk to the media; rather they can send inquiries to the public affairs officer who will serve as a bridge. The public affairs officer will provide briefing notes and assistance in interviews as requested.
- Audio and/or videotaping of procedures is permitted providing: it is not disruptive; does not interfere with business matters; and all members of the Executive Council and/or committee have been informed of the taping by the Chair.
- Audio and/or videotaping equipment must be in full view and apparent to all members of the Executive Council or Committee.
- Audio and/or videotaping by media, members or visitors is not permitted during executive sessions.
- Documents posted on the extranet are intended for use by the Executive Council members for review, discussion, modification, and possible action. As such, the documents, until finalized and appropriately acted upon by the Executive Council, are not available to visitors, staff, media, or anyone without approved access to the extranet.