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BOYS & GIRLS CLUBS
OF MID CENTRAL COAST

POL019-2 Media/Crisis Response Policy/Protocol

The Boys & Girls Clubs of Mid Central Coast (BGC MCC) is committed to providing a safe environment for members, staff and volunteers. Accurate communication during a crisis is vital in furtherance of this goal. To help ensure the safety of all parties, the BGC MCC has adopted this policy on Media Response and Protocol.

The primary focus of all staff and volunteers during a crisis is the safety and well-being of all members, and family members nearby. The Staff will request law enforcement assistance if media intrusion becomes an issue. All Media shall be directed away from all members and staff until the crisis is over.

No Media shall be allowed access to children anytime without their parent or guardian present. Parents will be advised that the “circus” atmosphere following an event can traumatize a child. All staff are to withhold comments to the media regarding the crisis and refer the Media or any other inquiries to the Chief Executive Officer. Disciplinary actions may be taken if the Media policy is not followed.

Depending on the crisis there will be a debriefing. The CEO or designee will give or coordinate the debriefing. The best place to debrief or recall the incident is in a safe, quiet environment. At the debriefing, the Club will provide counseling resources as deemed necessary depending on the crisis.

BGC MCC has a Media Spokesperson, who is the CEO or Designee. The Media Spokesperson will address the Media and answer questions when it is safe to do so.

CEO or designee will notify Boys & Girls Clubs of America about critical incidents within 24 hours for media assistance per POL 010.

Process:

- The CEO or designee is the sole spokesperson for BGC MCC. All inquiries shall be directed to, and all email responses should be sent from, this individual.
- All individuals who answer the phone should tell all reporters, who inquire about this topic, that the CEO or designee is unavailable. The organization will respond to the inquiry and will do so via email.
 - Take the reporter’s email address, and ask for a deadline for a response.
 - Inform the reporter that our Media Spokesperson will respond promptly.
- Communications on the incident will be sent out via Slack or a similar communication platform and team email, to remind staff of this Media policy. All media inquiries shall be sent to the CEO or designee.
- For consistent messaging, an internal document will be developed covering the relevant information. See SOP Media Response. CEO or designee may confer with legal counsel if appropriate.

Media Protocol:

- After the incident or crisis occurs, the Spokesperson shall have another individual answer their calls or let them go to voicemail. This will assist the Spokesperson to direct all of their responses to media inquiries in written form.
- If a reporter does make contact with the Spokesperson by telephone, the Spokesperson will inform them a response will be sent to them via email.
- No reporters are allowed on Club property without a prior appointment approved by the CEO or designee.
- While we cannot prevent media from public spaces, whenever possible staff will not allow media near members while they are under our care.

Social Media Protocol:

- The Director of Marketing & Donor Communications (DM) or designee shall actively monitor all social media platforms.
- DM will turn on '**Timeline Review**' in Facebook settings. DM shall allow or deny comments as appropriate.
- DM will temporarily disable commenting on Instagram for the duration of the crisis as there is no blanket setting to review comments.
- No staff shall represent BGCMCC by publicly engaging in any posts as this could potentially escalate the situation.

Sharing of Media Articles:

- In order to internally share media articles and to prevent additional traffic to a publication's site, staff shall copy/paste the article to a separate document or print to PDF and share the PDF file as appropriate. Staff shall not share the original media link.

Reviewed and Approved:

11 / 25 / 2024

Date: _____

BY: 

CEO *Daniel Lillard*

Board Chair