

## **MEDIA RELEASE - GUIDELINES FOR HANDLING THE PRESS IN TIMES OF CRISIS**

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***Church Name, City, MD, Announces Media Protocol***

*Date*

CITY NAME, MD—In order to balance the mental and spiritual health needs of our community in the aftermath of this (***name emergency***), we are asking the media to abide by the following protocol:

**DO NOT show up unannounced.** To schedule a time to cover the story, please text the following people (all at once):

- Priest name (xxx-xxx-xxxx)
- Senior Warden name (xxx-xxx-xxxx)
- Junior Warden name (xxx-xxx-xxxx)
- Vestry member or other chief volunteer name (xxx-xxx-xxxx)

You may add whatever contact method is most effective for you, including email or calling.

Once you have set up a time to come to (***church name***), enter the campus and park – (***include directions on parking, including what areas must be kept clear for emergency service providers and those being cared for in the emergency.***)

**Enter the Press Room from the door... (*include directions*)** to press room. It is marked PRESS ROOM. You will be met by a volunteer who will then summon one of the above contacts to come and meet you.

**If you want to interview residents, DO NOT approach directly to ask – let our volunteers do that for you.** The initial shock has now worn off, these folks are exhausted, and we are seeing serious signs of mental stress. A famous person in a logo shirt carries authority and may cause some to say “yes” to an interview when they are vulnerable. We believe you share our concern to not add to the distress they are already under so **please do not randomly approach people with your camera crew.**

**We will help you get the shots and interviews you need and want for your stories.**

All of the people above are authorized to speak to the media and can help you. We want the story out there and hope you will come back in the weeks to come while our operations are still going – this will be a long term effort and we don't want the community to forget us. You are

very important to that effort!

Finally, we are blessed to have a **(include information on any special services being provided by community members, such as counseling, acupuncture, massage, etc. Encouraging the press to take care of themselves is part of a pastoral ministry, as well - to the press)** You are on the front lines of seeing traumatic events every day and we care about your health too. If **(name service)** is available, please feel free to take time to receive yourself

Thank you for understanding our community's need for space and boundaries during this difficult time. Please direct any questions to **(or other contact name and phone number)**.

Media Contact:

**priest name**  
**title**  
**church name**  
**address**  
**phone**  
**email**