

Information Disclosure Guidelines



The Media Crisis Management Team will approve media statements and information for the spokespersons to release to the media and public.

This team is the single source for information. Only this team and designated spokespersons are authorized to disclose information. Individual staff members and clergy are not authorized to provide information to the media.

If other organizations, i.e. police, fire and emergency personnel, are involved in the crisis, coordinate with them before making a statement to the media.

The goal is to communicate a **consistent** message.

1. The spokesperson will provide confirmed, factual information only. Rumors and speculation will not be repeated.
2. The spokesperson will **never** release names of victims before the next of kin has been notified. Coordinate with law enforcement.
3. Standard policy for disclosing information about staff is to confirm that the person is/was an employee and to provide the person's job title and dates of employment. Details of an employee's personnel record or job application are almost **NEVER** disclosed to the media or public. (However, if the church or conference is sued, then those records may be required. Check with the conference chancellor.)
4. Information typically not included in press releases or by the spokesperson is speculation about dollar value of losses, causes of the crisis, and "ball park" estimates of any kind.
5. Do not release photographs without the permission of the family.