**Media Policy**

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| **POLICY** | Media Policy regarding Issues around Homelessness |
| **PURPOSE** | To ensure coordinated, responsive and responsible interaction with media regarding outreach related activities |
| **PROCEDURE** | The Community [xxxx] is the Point of Contact for all media inquiries regarding homelessness. If the media questions are regarding street outreach activities, the following protocol will be followed: 1. If an organization receives a media call regarding street homelessness and media wish to accompany street outreach teams, they will contact the Outreach Coordinating Entity (OCE) director and Designated Continuum of Care (COC) staff to assist in arranging the media visit.

 1. If agencies or teams receive Media calls regarding people living on the community’s streets or outreach related activities, the call will be directed to the Community Point of contact. The COC lead for unsheltered homelessness will be notified.
2. Each outreach agency will have designated outreach workers who have been trained by communications staff regarding Media Relations. Confidentiality will also be covered in this training.
3. Designee will arrange for media to go on the street with designated staff from outreach as determined by the OCE director. The Community’s appropriate Press Office will be contacted and notified, as directed by the designee. When arrangements have been made, an email will be sent regarding these arrangements to appropriate leadership at the COC and community government.
4. All members of the press are instructed that all interviews are strictly voluntary and should not be coercive in any shape or form. If pictures are taken of persons sleeping on the streets, they must be with written consent of the person being photographed. All measures will be taken to ensure that people experiencing homelessness are treated with the utmost dignity and respect.
5. A designated staff person may accompany outreach teams when media are present.
6. When the media interaction has been completed, agency staff write an email summarizing the interaction to the OCE director and COC designated lead for unsheltered homelessness. If these staff are part of the outing, she/he will compose the summary email. The summary email will be directed towards the designated community leadership and Communications staff.
7. This policy will be reviewed annually with outreach teams in October and November before the start of the winter initiative.
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