

All Souls Universalist Unitarian Congregation
New London, Connecticut
Press and Media Relations Policy

Purpose of the Policy

Positive press and media relations are very important to All Souls Unitarian Universalist Congregation. Effective use of the media helps increase church attendance, recruit new members, project a positive image of the church and its activities, and promote the goals and values of Unitarian Universalism in the broader community.

We need to remember, however, that the press and the media are not always seeking to portray Unitarian Universalism in general, and All Souls Unitarian Universalist Congregation in particular, in a positive light. The following press and media policy thus seeks a balance between our desire for widespread coverage of All Souls Unitarian Universalist Congregation and our desire to avoid negative or biased reporting.

The Policy

1. Any member or staff member of All Souls Unitarian Universalist Congregation may provide routine factual information regarding church activities as publicized in the church newsletter or order of service and open to members of the general public. Routine, factual information consists of the date, time, location, and title of such activities, along with the name of the speaker(s). In general, dissemination of such information shall be the responsibility of the Office Administrator, overseen by the Senior Minister. The Office Administrator is responsible for newspaper announcements of the weekly Sunday services. Any information beyond this routine factual information is subject to the policies outlined below.
2. The following individuals are authorized to respond to press inquiries on behalf of All Souls Unitarian Universalist Congregation, and to provide information other than the routine factual information outlined above: (1) the Senior Minister; (2) the President of the Board of Trustees (Board President).
3. In the absence of both the Senior Minister and the Board President, the following individuals are authorized to respond to inquiries from the press on behalf of All Souls Unitarian Universalist Congregation: (1) the Board Vice-President; (2) the most recent Past Board President.
4. All other members, friends, and staff of All Souls Unitarian Universalist Congregation will refrain from initiating contact with members of the press on behalf of All Souls Unitarian Universalist Congregation, and refer inquiries from members of the press to one of the authorized individuals.
5. Critical Press releases must be approved by both the Senior Minister and the Board President before they are distributed.
6. Other publicity for critical issues must be approved by either the Senior Minister, the Board President, or the Chair of the relevant committee before being distributed. Publicity to be distributed will be reviewed for accuracy and appearance that reflects positively upon All Souls Unitarian Universalist Congregation.

November 8, 2001 passed; November 10, 2005 revised; May 14, 2009, reviewed; September 20, 2018 reviewed and passed.