

Press and Media Relations Policy

Preamble/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 and 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.

1. Any member or staff member of All Souls Unitarian Universalist Congregation may provide routine factual information regarding church activities that are publicized in the church newsletter or order of service and are 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 Minister. The Office Administrator shall be 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 Minister; (2) The President of the Board.
3. The following individuals may respond to inquiries from the press on behalf of All Souls Unitarian Universalist Congregation when the Minister and the President of the Board are not available: (1) The Vice-President of the Board; (2) The most recent Past President of the Board.
4. All other members, friends, and staff of All Souls Unitarian Universalist Congregation should refrain from initiating contact with members of the press on behalf of All Souls Unitarian Universalist Congregation, and should refer inquiries from members of the press to one of the authorized individuals.
5. Press releases must be approved by both the Minister and the President of the Board before they are distributed.
6. Other publicity (posters, handbills, mailers, etc) must be approved by either the Minister, the President of the Board, or the chair of the relevant committee before being distributed. All publicity that is distributed should be reviewed for accuracy, and its appearance should reflect positively upon All Souls Unitarian Universalist Congregation.

November 8, 2001 passed
November 10, 2005 revised
May 14, 2009, reviewed