**Media & Press Worksheet**

In this document, we want to make a clear policy about Media & Press relations. Media & Press relations provide an important avenue to connect with the community to share your events, milestones, and issues. Most importantly, it’s FREE marketing! Your media and press policy needs to make sure your organization’s spokesperson is easily accessible and available to press and media calls, and clearly identifies who can issue a formal statement to the press on behalf of the business or organization. Everyone in the organization should know where to direct media calls.

**Step 1: Create Your Policy**

Example

All press matters should be directed to the Executive Director. The Executive Director may be reached at (123) 456-7891 or via email at: [sample@kybhomelesservices.allpeoplethriving.com](mailto:sample@kybhomelesservices.allpeoplethriving.com). All press calls should be returned within 2 hours, unless there are mitigating circumstances.

[Insert your policy]

**Step 2: Complete and Save!**

We’ll save this for our Operations Manual.