



DIOCESE OF ROCKVILLE CENTRE

OFFICE OF COMMUNICATIONS

Updated: October 15, 2013

MEDIA PROTOCOL DIOCESE OF ROCKVILLE CENTRE

INTRODUCTION

Priests, deacons, religious and lay leaders in the Diocese of Rockville Centre may face the opportunity to interact with representatives of the news media. The Church is a treasure trove of news and it is only natural for the media to look to the diocese as a source of stories.

To help ensure an accurate portrayal of the Church, it is essential that the news media is treated professionally, courteously and with skills that facilitate fair coverage.

This Media Protocol for the Diocese of Rockville Centre spells out the proper procedures for working with the news media serving the Diocese of Rockville Centre and is designed to ensure that the diocese is able to provide clear and accurate information to the media in a way consistent with our Catholic faith.

Please take time to review this document and share it with all employees and volunteers within your organization.

CRISES AND EMERGENCIES

Crises and emergencies can occur at any time and any place. In the event of a crisis or emergency, contact the Office of Communications at 516-678-5800, ext. 625. After hours, please call the cell phone: 516-510-0473.

All support staff should be informed that media calls into your organization should be redirected to the Diocesan Office of Communications.

MEDIA REQUESTS

The Diocesan Office of Communications serves as the point of contact between all diocesan entities and the news media.

The Diocesan Director of Communications is the authorized spokesperson for the Diocese of Rockville Centre. It is the responsibility of the director to speak to the media on behalf of the bishop and the diocese. If a member of your organization is asked to be interviewed by the news media, please contact the Diocesan Office of Communications.

If a call from the media is received, kindly indicate to the media representative that you will pass the information on to the Office of Communications and that they will be hearing from that office. In the future they can contact the office directly with their request.

PROTESTS/DEMONSTRATIONS/LEAFLETING

If you learn of a protest, demonstration, sit-in, or organized leafleting campaign, please immediately contact the Diocesan Office of Communications. The office will work with you on how to most effectively handle the situation.

UNANNOUNCED VISITS FROM THE MEDIA

If you find a member of the news media shows up at your site and begins reporting on parish or diocesan property, please inform them that they need to contact the Diocesan Office of Communications before any reporting can take place. Please keep in mind that it is legal to report from public property such as a sidewalk in front of a church or school building.

PRESS EVENTS/CONFERENCES

Requests for press events/conferences must be first reviewed and approved by the Diocesan Office of Communications. Outside organizations, public officials and other entities wishing to hold a joint press conference with a diocesan entity must also have the request reviewed by the Office of Communications.

PRESS RELEASES

Parishes and entities in the Diocese of Rockville Centre are involved in a variety of events that generate "good news." The use of press releases to disseminate this news is encouraged. Parishes and diocesan entities are strongly advised to have the Diocesan Office of Communications review, prior to distribution, press releases and other press materials. The office will make it a priority to respond as quickly as possible to your request.

WEBSITE AVAILABILITY

This Diocesan Media Protocol is posted on the Office of Communications page of the diocesan website, www.drvc.org.

CONTACT INFORMATION

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For emergencies call the cell phone.