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■ POLICY

□ GUIDELINE

ADMINISTRATION

PUBLIC RELATIONS PROCEDURES

PUBLIC ANNOUNCEMENTS

As a general rule, pastors and coordinators of youth ministry are responsible for routine public relations for their programs. Exceptions to this rule include matters relating to diocesan actions or decisions.

Examples of matters to be handled by the diocese are:

1. Decisions or actions by the bishop, episcopal moderator for education, diocesan director of youth and young adult ministry, or the Office of Youth and Young Adult Ministry.
2. Decisions or actions of diocesan task groups and committees.

CRISIS COMMUNICATIONS

The diocesan director of youth and young adult ministry will be informed by the pastor or coordinator of youth ministry as soon as facts indicate a potential or actual public relations problem. (If the diocesan director of youth and young adult ministry or episcopal moderator for education is not available, the pastor or coordinator of youth ministry will contact the diocesan Communications Office directly.)

The Communications Office is solely responsible for providing any public statements or releases in crisis situations.