

MEDIA PROTOCOL FOR AMBASSADORS OF HOPE

We highly value our Ambassadors of Hope.

Because Shared Hope International is highly respected and well-known as a leading organization in the fight against trafficking, it is vital that our Ambassadors understand that you are a part of a TEAM that has a great responsibility. We stand with you and behind you. Because we are so respected, when an official statement is made by Shared Hope or a statistic quoted, people pay attention and believe it. And repeat it.

If you were to speak to the media as Shared Hope, it will be interpreted as being FACT.

As a VOLUNTEER AMBASSADOR it's important that you **never** represent yourself as being "from Shared Hope International" in the event a reporter asks you to make a statement. Or when attending a community task force or governmental meeting, to protect yourself and Shared Hope International, we ask that you NEVER REPRESENT yourself as staff or give the impression that "Share Hope International is in the room."

Please realize you CANNOT speak for Shared Hope without express permission and talking points from our Communications Department. Our staff doesn't speak to the press or to officials or sign/approve documents for Shared Hope without the same guidelines being in place. It is vital that Ambassadors follow the same procedures as staff.

This policy is for your protection and to always keep Shared Hope as a viable source of accurate information.

GUIDELINES FOR MEDIA CONTACT:

1

ATTENDING AN EVENT WITH PRESS COVERAGE

If you are attending an event where the press will be present or are invited to a meeting with local influencers or politicians, and you know ahead of time, you can request a **press kit** sent to those in attendance. Email awareness@sharedhope.org and we will follow up with you to provide contact lists!

A press kit includes:

- State Protected innocence Challenge report card (if state specific)
- Demanding Justice Fact sheet
- About Shared Hope International Fact sheet
- Linda Smith bio
- 2015 Protected Innocence Challenge fact sheet
- The signs of trafficking flyer
- National Report fact sheet

Thank you for respecting that you are a volunteer and that only qualified staff speaks directly to the press to represent Shared Hope International.

2

INTERVIEWS

If you are being asked for an interview or meeting AHEAD OF TIME, immediately contact our Outreach Manager at jo@sharedhope.org for direction, and to be connected to our Communications Manager who will advise you.

3

IMPROMPTU QUESTIONS FROM THE PRESS

If you are approached AT AN EVENT you may step away from the Shared Hope table or banner, remove your nametag and **make a statement as a concerned citizen.**

If asked for an interview on the spot, please say:

"I am a volunteer Ambassador of Hope for Shared Hope International, and I do not speak for them. But as a concerned citizen I'd like to say..."

IN ALL COMMUNICATION:

Verbal. Written. Social Media. Email. It's all important!

It's important IN ALL COMMUNICATION to never misidentify yourself as an employee of Shared Hope International. Please do not speak as if you are staff, or create Email accounts or Facebook accounts that may mistakenly give the impression that you are an employee of SHI.

EMAIL SIGNATURE:

From the Communications Manager, we have received a sample Email Signature for Ambassadors. Please format your email according to this example.

EMAIL ADDRESS:

Your email should be name@server.com.
Please do not include SHARED HOPE in your email handle.



THANK YOU!

Thank you for respecting this protocol to represent yourself accurately in all communications.

If you have questions, please feel free to email Jo Lembo!

Jo Lembo / Outreach Manager

Jo@sharedhope.org / Office: 360-830-6095
