



Policy for Media Relations

Purpose

The purpose of this policy is to identify the official representatives authorized to communicate with members of the media on behalf of Grace Lutheran Church.

Media Communication

Grace Lutheran Church may initiate contact with mainstream and social media due to worship cancellation or onsite emergencies (medical or otherwise). Mainstream media might reach out to Grace Lutheran Church regarding onsite or local emergencies and at large off-site events that Grace's ministry groups might attend (e.g., Brothers of Grace baseball outing, ELCA National Youth Gathering).

Worship Cancellation

When circumstances exist, which deem it necessary to consider cancellation of worship, a majority vote of the Executive Committee is required for cancellation. The Pastor, President, and Vice President, as well as the Parish Administrator, have the list of media outlets to notify and will send such notification.

Note that worship cancellation notices, as well as other worship time changes or events, are often communicated via the Shepherds (Congregational Care Committee) and the church's website and Facebook page.

On-Site or Local Emergencies

Two points of contact for speaking to the media on behalf of Grace will be identified by the Pastor and the Congregation Council President. The Pastor and President are the official points of contact, or they may designate other representatives to serve in that capacity.

If employees or members of the congregation are contacted by the media for comment on behalf of Grace, they shall refer the media to the official contact.

Large Off-Site Events

The leader of the Grace Lutheran Church group attending a large event that may have media coverage will be the designated media contact at the event. This person may choose to engage with the reporter at his/her discretion, but must remember that they are representing Grace Lutheran Church and respond accordingly.

Exemptions

Publishing advertisements/notifications/articles for upcoming church events are excluded from this policy; however, Congregation Council requests that the committee responsible for the event notify the council that the piece is being placed via their monthly report.