



CoC NY-511: Binghamton/Uniontown, Broome, Chenango, Cortland, Delaware, & Tioga Counties

MEDIA RESPONSE PROCEDURE

Description

This procedure details how the Southern Tier Homeless Coalition (STHC) responds to inquiries from any media such as newspaper, radio, TV, magazine, etc.

Background

STHC strives to advance its mission by communicating openly and honestly using consistent messages with its partners, including the media. It is important for all STHC staff and board members to reinforce these messages by referring all contact from any media source to the appropriate CoC Representative.

Procedure

1. Please refer all media requests (via email, phone, etc.) to the President and Vice President of the Coalition.* If the inquiry is specific to Coordinated Entry (CE), Planning, or HMIS, the President and Vice President can elect to include appropriate contacts in the response:
 - a. Coordinated Entry (CE): Name, email
 - b. Planning: Name, email
 - c. HMIS: Name, email
2. If taking the request by phone, please take the following steps:
 - a. Find out the reporter's name, phone number, and deadline.
 - b. Find out the nature of the story.
 - c. Let the reporter know that an STHC Representative will acknowledge the request within three business days.
3. The person receiving the request will inform the President, including the Vice President, and Planning Lead, via email.
4. Any requests for recordings will be referred to CARES and the CoC's webpage, which hosts approved CoC Meeting minutes. Recordings are not available.

* The Board President and/or Vice President will determine an appropriate response to all media requests in consultation with the STHC Executive Committee and respond within five business days.

Please do *not* offer information to media. It is helpful for STHC that all media contacts be handled by an STHC Representative and documented. Assure the reporter that someone will respond in time to meet the deadline.

Main Contact: Board President

Other Contact: Vice President and CARES Planning Lead