

ARC Communications Policy and Procedures

(affirmed by Consistory on 4/17/13)

Church staff, members, and adherents are urged to follow these guidelines when communicating with the public via news outlets and social media:

News Releases

1. Church committees and leaders may write draft announcements about activities that may be of interest to the public. If an individual is named or quoted, the author of the announcement must notify the individual and secure approval for use of his/her name or quote in writing (via e-mail is acceptable).
2. The writer of the announcement is encouraged to have others review the document, especially if there is any uncertainty about the accuracy of the information.
3. The news release is sent to the Altamont Reformed Church (ARC) Media Liaison, who will edit the material, if necessary, and recommend the appropriate media outlet for the release.
4. The draft of the release must be submitted to the pastor* for final approval before it is sent to the media.
5. The pastor* will be the church spokesperson for media interviews.

Photographs

1. If photographs are used with news releases, posted on the ARC website, or published in the *ARC Lite*, subjects of the photographs must have signed a written Photo Release Form (see reverse side). Photo Release Forms will be kept on file in the church office.
2. The individual planning to use the photo (e.g. news release author, ARC Website Manager, *ARC Lite* editor) must either obtain the signed Photo Release Form or confirm that a signed Form is on file.
3. Photos will be removed from the website upon the request of the photo subject.
4. Names will not be used with photos of children under age 18.
5. It is *not* necessary to obtain Photo Release Forms when photographs are posted on bulletin boards in the church building or shown in a slide show as part of an ARC activity.

Website

1. Materials may be submitted to the Website Manager for posting on the site. Generally items that have been submitted to the *ARC Lite* or the church bulletin may also be posted on the website and do not have to be submitted separately.
2. The Website Manager will edit items that are submitted exclusively for the website, format them, and return them to the authors for review and approval.
3. The pastor* must approve all website postings before they go “live.”
4. The pastor* or his/her designee will review the entire site at least quarterly for outdated information, broken links, etc.

Social Media

1. Church leaders, members, and adherents may set up social media outlets (such as Facebook pages) to communicate with group members.
2. If the social media site is identified with ARC, the pastor* must be notified and given a URL address where church staff can periodically review the site.
3. On sites identified with ARC, individuals are advised that they must express themselves in a way that honors the church and the Lord Jesus Christ, whom we serve. If inappropriate language or information is posted, the pastor* will ask that it be removed.

* or the vice president of the Consistory, in the absence of the pastor

Photo Release Form

Altamont Reformed Church
PO Box 671
Altamont, NY 12009

Permission to Use Photographs

I grant to Altamont Reformed Church the right to take photographs of me in connection with church-sponsored events and activities*. I authorize Altamont Reformed Church to copyright, use and publish the same in print and/or electronically.

I agree that Altamont Reformed Church may use such photographs of me with or without my name and for any lawful purpose, including, for example, such purposes as publicity, illustration, advertising, and Web content.

Please note: Minors (under 18 years of age at the time the photo is taken) will *never* be identified by name.

I have read and understand the above:

Printed Name _____

Address _____

Date _____

Signature _____

(Parent or guardian if subject of photo is under age 18)

*If permission is given for one activity:

Event _____

Location _____

Time _____