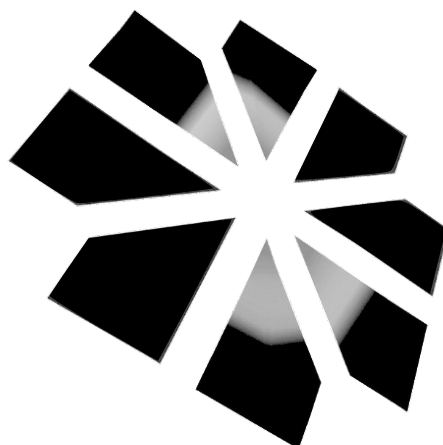


# **Guidelines on the Provision of Information and Statistics, and Graphics for the News Media and Businesses**

**FOUNDERS INITIATIVE**



**July 2022**



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## BACKGROUND

Founders Initiative is a United States 501c3 Non Profit operating in Arizona and Washington States. Our mission to serve women and girls who are survivors of domestic and sexual abuse, severe economically disadvantaged, disabled and special needs, at-risk youth, families, and communities in US and Ghana through a primary focus on education. Our core values include faith, educate, develop empower.

We provide basic needs and Christian outreach. In the future we hope to educate girls by opening the FIRST ALL-GIRLS PRIMARY in Ghana, offer US College and Work Exchange Programs, expand to provide food, shelter, transportation, health care and social programs to contribute to the societal, workforce, and economic development in Ghana, US and Globally.

The Fi is committed to a culture of partnership with the media, private and public business sector, other non-profits, and the public that values the free exchange of ideas, data, and information and doing so in a manner that is timely, responsive, and accurate. To honor this commitment, the Fi expects media, private and public, business, non-profits, and individuals to abide by the following set of core communications principles:

- Be honest and accurate in all communications
- Act promptly to correct the record or erroneous information, when appropriate
- Promote the free flow of scientific and technical information
- Promote plain writing of media documents and releases
- Create greatest transparency possible through distributing information timely and widely through internet, email, media wires, and other mechanisms
- Protect confidential, classified, and non-public information
- Utilize graphics, photos, and all propriety logos and information with written permission from Founders Initiative prior to use/distribution.

## PURPOSE AND SCOPE

This document provides guidance on the provision of information to news media. This is defined as information in any form provided to news and information media, especially information that has the potential to generate media attention, public interest, or inquiry.

Examples include, *but are not limited to*, interviews, press releases, media advisories, editorial boards, letters to the editor, opinion-editorial columns, audio or video news releases, B-roll (video footage provided free of charge to broadcast news organizations), photographs, logos, and other Internet postings used to convey news or items of public interest.

These guidelines are applicable to all media outlets, business, and individuals. In the event of any conflict between this guidance and any other Founders Initiative policy, directive, or regulation, this guidance shall govern and supersede any previous issuance or directive.

## **RESPONSIBILITIES**

Founders Initiative Media Department is the principal point of contact, Email: [contact@thefi.org](mailto:contact@thefi.org), for news media and general public inquiries about any and all questions, concerns, or business enquires.

Founders Initiative Media Department is Responsible For:

- Conducting and coordinating news media relations for the department
- Establishing news media, including online news media, relations policies and priorities
- Coordinating and reviewing the performance of all news media relations activities
- Coordinating these activities with Fi leadership, Board Members and Associates
- Clearing news media releases, activities, events, and materials
- Ensuring timely release and efficient dissemination of materials and information to news media
- Editing to ensure that public information products are written in plain language, consistent with Associated Press style, and in line with news media principles, practices, and expectations, while maintaining the integrity of the scientific or technical data and the meaning of programmatic content.

### **Board Officers**

Board Officers have ultimate responsibility for the technical, scientific, and programmatic accuracy of all information that is related to their respective programs and released by Founders Initiative.

### **Media Department Staff**

Founders Initiative media staff must notify the Board Leadership in a timely manner about activities or events that have the potential to generate media or public interest or inquiry.

### **Volunteers and Employees**

All Founders Initiative employees and volunteers are required to coordinate, in a timely manner, with the appropriate Media Department staff prior to releasing information that has the potential to generate media or public interest.

## **GUIDELINES**

### **General Guidelines**

Founders Initiative seeks to provide the widest practical and appropriate dissemination of information concerning its activities, programs, and recommendations. News media and journalist requests, including blogger and podcast requests, for public information concerning Fi activities and the results of Fi activities should be addressed promptly, factually, and as completely as possible, in accordance with applicable federal laws and regulations.

To ensure timely responses for requests for information, Fi will strive to ensure cooperation and coordination among the Board Leadership, Media and Marketing Departments and various employees and volunteers. Fi officers, employees and volunteers will comply with directives, procedures, and guidance from Board Leadership.

In keeping with the desire for a culture of openness, Fi employees may, consistent with this policy, speak to members of the press about their work. However, Fi employees are not required to speak to the media.

Fi strives to ensure that the media are effectively served within needed deadlines. In order to make certain we provide the media the best possible service and information in a timely fashion, it is important that the relevant media office be notified of all media calls/contacts that employees receive about their Fi work.

Reporters should be informed that the Fi's media office coordinates media requests to ensure they receive requested information within their deadline. The primary objective for routing reporter calls to the agency public affairs office is to ensure an effective, timely and coordinated response.

Additionally, depending on the context for the interview and the subject matter, the caller may be referred to another department, Board member or Leader that has primary expertise in that area. In certain circumstances, Founders Initiative must decline to comment where children's privacy, abuse, or other pending matters take legal precedent.

Founders Initiative will release information consistent with the Non Profit US Government expectations, open records, and with the Freedom of Information Act (FOIA) provisions. This policy does not override disclosure exemptions in regards to children's rights and limitations.. Examples of information not releasable under this policy include, without limitation, information that is, or is marked as, classified information, procurement-sensitive information, information subject to the Privacy Act, information that would violate children's confidentiality, and other controlled unclassified information.



Coordination of press releases and media material. Founders Initiative will coordinate the review and clearance of media press materials by appropriate leadership, provide advance notification of the actual release, and be apprised of and seek clearance for, efforts by contractors and outside agencies that are designated to promote coverage for events or topics.

Interviews. In response to media interview requests, the Media office should identify the most knowledgeable spokesperson(s) who can provide the requested information.

- In general, reporters, including bloggers and podcasters, should have access to Board Member or associate, volunteer, or employees they seek to interview. While speaking to the media is not a requirement, employees are encouraged to speak to reporters about their work whenever possible and appropriate.
- When approached by a reporter, Fi employees should work with Board Leadership and coordinate with the appropriate media office/personnel in their direct line of supervision.
- Media office employees should facilitate interviews and work to meet reporters' deadlines.
- Only Founders Initiative employees and board members/leadership can speak to the media on behalf of their direct line of work and work responsibilities. Contractors, interns, externs, and other non-paid associates (excluding volunteers) of Founders Initiative cannot speak on behalf of Founders Initiative. Exceptions to this practice may be considered on an individual basis.
- Meetings that are open to the public are, by definition, open to the media. Founders Initiative Board members, leadership, and employees who are presenters at public events, such as conferences or meetings, are encouraged to accommodate requests from media present regarding their presentation while on site. Interviews or media questions that are beyond the scope of the study or specific work should be referred to the Board Leadership for appropriate follow up.
- As a matter of routine, media interviews should be on the record and attributable to the person speaking to the media representative, unless an alternate attribution arrangement is mutually agreed upon in advance. Founders Initiative recognizes the following types of attribution:
  - ✓ **On the record:** All statements are directly quotable and attributable, by name and title, to the person making the statement.
  - ✓ **On Background:** All statements are directly quotable, but cannot be attributed by name or specific title to the person commenting.
  - ✓ **On Deep Background:** Anything that is said in the interview is usable but not in direct quotation and not for attribution. The reporter writes it on his or her own.
  - ✓ **Off the Record:** Information is for the reporter's use only and is not to be printed or made public in any way. The information also is not to be taken to another source in hopes of getting confirmation.

Letters to the Editor and Opinion-Editorial Columns. Letters to the editor and opinion-editorial (op-ed) columns, if designed to represent an official Founders Initiative response or view, or if the author is writing as part of his/her official responsibilities, must be cleared through Board Leadership.

Editorial Boards. Participation by Founders Initiative representatives in media-sponsored editorial boards must be cleared and coordinated with the Media Department.

Organized Media Events. All departmental-sponsored, organized media events require approval by Board Leadership. Participation by Founders Initiative board members, leadership, or representatives in organized media events sponsored by other business, private and public sector, or non-profit organizations must be cleared and coordinated with Board Leadership.

Journal Articles. Scientific, technical, and policy articles or commentaries written by Founders Initiative representatives for publication in peer-reviewed journals or other scientific, technical or policy publications *are not* subject to review by the Board Leadership or Media Department. However, any press materials that are developed in conjunction with the publication of a journal article fall under the same provision guidelines as outlined above. Procedures Regarding Release of Information to News Media by an Employee in a Personal Capacity

Founders Initiative representatives who present personal or individual views must make clear that they are presenting their personal and/or individual views—not the views of Founders Initiative—and they should not be sourced as a Founders Initiative leader or representative or make reference to their official title or position in the piece. This provision includes authorship of letters to the editors and opinion-editorial columns. In addition, such letters to the editors or opinion-editorial columns should not be provided on Founders Initiative letterhead.

## **Procedures Regarding the Use of Social Media**

Social media includes online engagement platforms such as Facebook, Instagram, TikTok, LinkedIn, and YouTube. Founders Initiative Marketing department and authorized representatives are encouraged to use these channels as ways of disseminating information to the news media.