



## **Media Policy**

### **Interaction with the Media**

- Do Not Promise or Seek Out Media Coverage Directly Without Consulting Communications Manager
- Designated Media Contact is Communications Manager
- Planned, Ongoing Media Campaigns Help Promote Chapter Objectives
- Your support in publicity may be requested by staff

Please do not promise publicity to wish families or vendors who support wishes or seek it directly as media coverage can never be guaranteed. This is especially true in cases involving celebrity wishes, atypical wishes and cases where the qualifying condition might be confusing to the general public.

The designated media contact for the Make-A-Wish Foundation of Illinois is the Communications Manager. The chapter engages in planned, ongoing media campaigns, so staff and volunteers may not contact any media outlet without consulting the Communications Manager. This is to ensure that cultivated relationships are protected and conflicting messages are not distributed.

The chapter may seek your support in publicizing wishes you are planning. In that case, you will work directly with the Communications Manager or Community Relations Manager responsible for media relations in your area.

If you have a great story, feel free to contact the Communications Manager to suggest as a potential publicity opportunity.