



## Section IV: Public Relations

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# Public Relations and Media Protocol

**Purpose:** To ensure that all public communications align with Childhelp's mission to prevent and treat child abuse, maintain the safety and dignity of children and survivors, and uphold ethical standards in all interactions with media and the public.

## Core PR Principles

- Child-centric messaging: All communications should center the well-being, protection, and voices of children. Avoid sensationalism, exploitation, or victim-blaming.
- Trauma-informed language: Use respectful, empowering language that reflects an understanding of trauma and recovery.
- Brand consistency: Use approved messaging, statistics, visual assets, and tone of voice across all channels.
- Confidentiality: Under no circumstances should the identities of clients be revealed without documented consent.

## Media Inquiries

- All media inquiries must be directed to the VP or Marketing or the Director of Communications + PR or the designated spokesperson.
- When contacted by media or at a Childhelp event with media present, refrain from speaking with the media and refer them to the VP of Marketing or the Director of Communications + PR.
- Any knowledge about an event or situation regarding Childhelp that may result in media interest should be relayed to the VP or Marketing or the Director of Communications + PR in a timely manner relative to the urgency of the situation.
- The VP of Marketing or the Director of Communications will determine a media strategy and designated spokesperson, including talking points.
- The Director of Communications + PR will coordinate all media communications and share media coverage with the organization.

## Spokesperson Policy

Only authorized spokespeople may represent Childhelp to the media. These typically include:

- Founders or executive leadership
- Director of Communications + PR
- Clinical or program leads

## Social Media

- Chapters may maintain their own social channels with oversight:
  - Content should be consistent with national tone and mission
  - Major posts (e.g., survivor stories, awareness campaigns, statements on abuse) require review
- Cross-posting national campaigns is encouraged, and chapters can request assets

# Media Categories and Outlets

Understanding who you're speaking to — and what they're likely looking for — is essential to protecting Childhelp's brand, centering survivors, and aligning with national communications strategy.

## Types of Media Outlets

1. Local news (TV, radio, newspaper)
  - Focus: Community events, local impact, crime updates, human interest
  - Engage for: Chapter fundraisers, volunteer spotlights, local child abuse prevention efforts
  - Caution: They may ask for statements on abuse cases — always direct those to the Director of Communications + PR
  - Examples:
    - ABC15 Phoenix
    - KTAR Radio
    - ABC7 Los Angeles
2. National news
  - Focus: Policy, national data, scandals, celebrity involvement, galas
  - Engage for: Only through HQ
  - Examples:
    - CNN
    - NPR
    - The New York Times
    - USA Today
3. Nonprofit and advocacy media
  - Focus: Philanthropy, social issues, nonprofit leadership
  - Engage for: Thought leadership, program impact, survivor advocacy
  - Examples:
    - The Nonprofit Times
    - Nonprofit Quarterly
    - The Chronicle of Philanthropy
4. Lifestyle and community magazines
  - Focus: Personal stories, profiles, uplifting angles
  - Engage for: Survivor stories, gala coverage, child wellness initiatives
  - Examples:
    - Phoenix Magazine
    - Arizona Foothills
    - Local influencer blogs

## 5. Digital and social media influencers

- Focus: Awareness, social engagement, virality
- Engage: Through HQ
- Examples:
  - Parenting influencers
  - Mental health advocates
  - Local news personalities with IG presence

## Choosing the Right Outlet

When deciding whether to work with a media outlet:

### Ask this

Is their angle appropriate?

Do they follow ethical journalism standards?

Are they collaborative?

Have they worked with child welfare before?

### Why it matters

Avoid trauma exploitation + clickbait

Protects kids, fair portrayal

Signals how to prepare + proceed

Shows experience and sensitivity

## Pre-Event and Post-Event Responsibilities

### Pre-Event Responsibilities

- Coordinate with HQ (when applicable)
  - Notify the Director of Communications + PR of any public-facing event involving:
    - Media presence
    - High-profile speakers or guests
    - National messaging (e.g., hotline, policy, data)
  - Share event date, goals, and key contacts
- Create and distribute a calendar alert
  - Send to local press 3–5 months before the event
  - Include: Event name, date, time, and location
  - Notable speakers
  - Where to go to get more info or for tickets (website)
  - Contact information
- Write a press release
  - Include:
    - Event details (date, time, location, event URL)
    - Chapter name and information
    - Event agenda
    - Spokesperson bios and quotes
    - Any relevant statistics or data

- Create and distribute a media alert
  - Send to local press 7–10 days before the event
  - Include:
    - Event name, date, time, and location
    - Key speakers or interview opportunities
    - Where to go to get more information or tickets (website)
      - Contact email and phone number in case the reporter needs more information
      - General description of Childhelp
      - Media arrival details
- Schedule social media posts
  - Tease the event in the week leading up to it
  - Include:
    - Countdown posts
    - Speaker spotlights
    - Sneak peeks (auction items, etc.)
    - Link to RSVP or donate

## Post-Event Responsibilities

Share a post-event press release

- Distribute within 24–48 hours
- Include:
  - Attendance numbers
  - Amount raised
  - Impact statement
  - Quotes from speakers
  - Link to photos or event recap

Post on social media

- Share
  - Thank-you post
  - Highlight reels or testimonial clips
  - Behind-the-scenes photos
  - “What your donation supports” posts
- Tag sponsors, media, and attendees where appropriate

Send thank-you notes

- Tailor messages to:
  - Press who covered the event
  - Sponsors and donors
  - Guest speakers and VIPs

- Include a summary or link to media coverage

#### Archive materials

- Save:
  - Final press release
  - Photos/videos
  - Press mentions
- Store in Dropbox

## Brand Guidelines

For information on official logo use, fonts, etc., Please refer to the Brand Standards in [Dropbox](#) or on the [Childhelp website](#).

### Names of programs and services

The general rule for capitalizing proper nouns vs. generic nouns of our facilities and programs is:

#### Correct

- The Childhelp National Child Abuse Hotline, 1-800-4-A-CHILD
- The hotline employs professional crisis counselors...
- Childhelp Children's Center of Arizona
- The center uses a multi-disciplinary approach...

#### Incorrect

- The Hotline employs...
- The Center uses...

Childhelp must always precede our program's name. For example:

- Childhelp National Child Abuse Hotline
- Childhelp Speak Up Be Safe
- Childhelp Children's Center of Arizona

### Websites

The official Childhelp website is [childhelp.org](http://childhelp.org). This is the only website for our organization. Outside requests to put a Childhelp logo on another organization's website should be directed to the VP of Marketing.

### Fundraising

Partnerships with non-Childhelp organizations that involve online fundraising taking place on non-Childhelp websites must be cleared and coordinated through the VP of Marketing or the VP of Philanthropy.

## **Advertising**

Any banner advertising or PSAs including the Childhelp logo, name or program must be reviewed by the VP of Marketing or Director of Communications + PR.

## **Media Release Form**

Anytime you plan to use photos, videos, or audio recordings of people — especially children — for public purposes, such as marketing, social media, press, or promotional materials, you must have a signed media release form. This ensures you have legal permission to use a person's likeness and protects Childhelp and the person(s) featured. Always collect signed releases before recording or photographing, especially at events and testimonials. The form can be found [in Dropbox](#).

## **Marketing Request Form**

Please submit a MRF for any marketing needs: [Marketing Request Form - Form by Asana](#)