

Community-based organizations should have clear policies that guide their agency's interactions with the media and how they can best represent victims' interests. Written policies can address—

- Specific personnel within an organization who are (and are *not*) authorized to speak to the media (including citizen volunteers).
- If and how an organization and its staff can represent victims—only upon request and following consultation with the victim—in the media, including ground rules and boundaries for media relations (see [Tip #9 of “Guidelines for Media Interviews”](#)).
- How media relations on behalf of a victim will be coordinated with the victim/survivor, relevant justice agencies and professionals, and journalists.
- How victim privacy issues will be addressed.
- How the agency will deal with minor victims (children and adolescents), including privacy protections and communicating with their parents or guardians.
- Information that can be provided to crime victims about their personal interactions with the media (see [“Tips for Crime Victims and the Media: Guidelines for Media Interviews”](#) and [“Tips for Media Interviews”](#) in Section 1 of this Guide).
- Guidelines about how to document all media contacts.
- Staffing for media relations that provides for 24/7 contact between the news media and an organization.