

What to do if you're contacted by the media

Media Relations

Roots of Empathy relies on the expertise and experience of its local representatives to facilitate and assist in dealing with media relations, however, **all requests from the media, as well as all materials supplied to the media on behalf of Roots of Empathy, are to be forwarded to the Communications Department at the International Office at communications@rootsofempathy.org.**

PLEASE READ CAREFULLY

- Only a spokesperson designated by Roots of Empathy for that specific media request/event should speak to any media on behalf of Roots of Empathy.
- Anyone speaking to the media will be briefed and supported by the Communications Department in a timely manner, as required.
- Both Roots of Empathy and local representatives will monitor media coverage in digital, print and broadcast after any media event to ensure all coverage is collected and filed. Significant local coverage should be forwarded to the Communications Team for further distribution and inclusion in media summaries, reports, etc., at communications@rootsofempathy.org

Children in the media

Media requests involving children must be passed directly to the Roots of Empathy Communications Department at communications@rootsofempathy.org. Children should be interviewed only after written consent specifically for that interview has been provided and Roots of Empathy has approved the request.

The permissions you gather from the students at the beginning of the year are for the use of Roots of Empathy. Roots of Empathy permissions do not allow Roots of Empathy Instructors or outside organizations, (including but not limited to, schools, boards of education, support agencies, or lead agencies), to use photographs and videos taken at Roots of Empathy programs in the media without prior consent from Roots of Empathy. This includes digital, print and broadcasting applications.

Media requests

Please forward any requests for the use of Roots of Empathy photos or videos to the **Communications Department at communications@rootsofempathy.org.**