CNW Media Policy & Guidelines 2018

Background:
For more than 20 years, Camp No Worries has continued to expand its network of volunteers, donors and supporters by word of mouth and through the sharing of our story in local communities. Our network is one of our greatest assets and we both respect and appreciate all the positive feedback shared about CNW. The Camp No Worries name, and affiliated logos are fused with our reputation and our ability to continue receiving tax-deductible donations as a 501(c)(3) organization. For this reason, it’s increasingly important to protect our reputation and non-profit status. What and how specific details about CNW are communicated publicly can affect CNW, as your words, images, and comments can reflect or be attributed to CNW. In seeking to protect our organization, its volunteers, donors, partners, campers, and their families, CNW has adopted the below guidelines which must be observed when participating in communications, public discussions or presentations regarding CNW.

The Social Media policy exists to provide guidance on appropriate use of websites and apps like Facebook, Instagram, Snapchat, Twitter and the like. The following guidelines are more specifically applicable to forms of communication available for public consumption outside the scope of what is defined as “Social Media”. These guidelines are to be viewed in addition to and supplementing our Social Media policy and applicable to any form of written (electronic or otherwise) or oral communication where individuals outside of our organization are the intended or potential recipients.

Objective:
CNW strives to serve all our campers equally without bias toward their race, gender, sexual orientation, socio-economic status, or religion. To continue to do so, we must ensure that the content of our outward communications is consistent and always in congruence with our mission.

Anywhere that “Camp No Worries”, “CNW”, our logos, trademarks or other intellectual properties will be referenced in writing (online or in print), presented in a public forum, or otherwise available for public consumption, such content must be submitted and approved by the CNW Executive Board prior to its use. Examples of scenarios subject to this provision include (but are not limited to): school presentations, speeches, news segments, work/religious/community bulletins, music or books.

Guidelines:
The types of communication are not expressly forbidden. However, they must be submitted to the CNW Board for review and approval prior to their use or distribution. The below guidelines serve as examples of what has been deemed appropriate uses and the types of concerns for which the Board will review:

- Through affiliation with CNW, we are all in some capacity viewed as representatives of the organization. As such, any use of the CNW name outside of formal public relations materials generated by the CNW Board must include a disclaimer distinguishing the originator’s own personal views from those of the organization.
- Do not disclose confidential, health-related or otherwise protected information about CNW, our volunteers, our campers, and/or our families. This includes financial information, legal matters, campaign benchmarks, internal processes, or circulating or otherwise lending credit to rumors.
- Speak respectfully about CNW, other volunteers, sponsors, partners, our campers and their families.

Revised 03/2018
• Reflect CNW’s mission of serving all campers equitably by not presenting in fact or appearance any affiliation with religious or political persuasions which could be interpreted as being exclusionary to any others.
• Do not cite, reference or otherwise identify the products or services of a third-party which might be interpreted as a formal endorsement of said product, service, company or organization.
• Add value, share your individual experiences and how they support the mission of CNW while encouraging support from others.

What are some examples of scenarios that do not require prior written authorization from the Board?
• Sharing stories from camp with your family, friends and colleagues (if those stories protect the HIPAA rights of our campers and their families by not including personally identifiable information of those involved).
• Volunteers who are selected by CNW leadership to speak with media present during the week of camp.
• Individuals requested by CNW leadership to speak as formal representatives at off-season events.
• Any written or oral communication available for public consumption which generically references “Camp” and cannot be reasonably identified as about CNW through other content.
• Sharing content produced by CNW and already available for public consumption on our website or social media accounts.

CNW and its executive board reserve the right to enforce these policies. Any materials distributed for public consumption which are deemed to have required authorization and the creator did not receive it will be reviewed by the board. Communications that are found to be in violation of the guidelines are subject to immediate disciplinary action, including potential termination of current and future involvement with CNW and/or appropriate legal action required to be taken to defend CNW, its reputation and intellectual properties.