

USASF Media Protocol

This is an Internal Document



Background

As the governing body for all star cheerleading and dance the United States All Star Federation (USASF) has developed a standard protocol for all media contacts in relationship with the members of the USASF as gyms and affiliate members. This is in partnership with AACCA and Varsity Holding Brands.

Objective

The Media Protocol has been developed to ensure that where information on relevant issues in communicated, it is done effectively, by the most relevant experts and with the best possible chance of successful pick up by the media.

Scope

This Media Protocol applies to communication through the media, which includes national, international and a variety of local media sources such as broadcasting and newspapers.

Protocols for Communication through the Media

The United States All Star Federation is the primary resource for all “all star cheerleading and dance” information and the first link for media representatives to contact should they wish to pursue an “all star” related story.

Requests from Media should first come through the USASF Office with the exception of routine information requests such as individual gym/program hours, programs, philanthropy and extracurricular activities, awards and honours, performances, etc.

USASF will:

- Respond in a timely and professional manner to inquiries from the media releasing information that meets legal and ethical standards
- Establish an ongoing, proactive relationship with the media
- Assure that all staff members are aware of protocol before having direct contact with the news media representatives
- Initiate requests and/or press releases for media or news coverage
- Initiate requests and/or press releases for projects and activities of interest to the community

Any releases information and/or statements on behalf of the USASF must be approved by Jim Chadwick, president, assuming responsibility of any released information and/or statements.

1. Each partner has established media protocols and media staff experienced in the presentation and release of material/information, both 'good news' stories as well as more controversial issues.

The management of this material /information under the USASF protocol will comply with each partner's own protocol, and be coordinated as simply as possible to avoid confusing reports or ill informed comment arising from lack of awareness between the partners about the issues.

2. The partners agree that there will be liaison on any proposed media activity, including exchange of statements and announcements, before the material/information is released publicly.
3. Responsibility for the information to be communicated through the media belongs with the originating source.

Within USASF the Heads of the following units/programs will be responsible for signing off on any material originating from and pertaining to their units/programs for release through the media.

- o USASF governance
- o USASF rules and operating procedure
- o All Star

Within AACCA the Heads of the following units/programs will be responsible for signing off on any material originating from and pertaining to their units/programs for release through the media.

- o Safety Statistics
- o Injury reporting

Within Varsity the Heads of the following units/programs will be responsible for signing off on any material originating from and pertaining to their units/programs for release through the media.

- o Legal Status

4. Responsibility for communicating with the media belongs to the relevant media units or their agencies where applicable.
5. Where there is an issue concerning both partners, the choice may be to issue a joint media release.

Joint releases are to be agreed and jointly signed off by the relevant heads in the partnership i.e. <position titles>. Examples of joint releases would be recognizing the role of the both partners in research; joint training and education initiatives; or attraction of funds to one institution where the partnership has contributed to the awarding of funds.

Contact: **MEDIA@USASF.NET**

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