

# **Southern Baptist Disaster Relief**



## **Public Information Officer Manual**

**North American Mission Board, SBC**

**2011**

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## **CHAPTER ONE PUBLIC RELATIONS**

### **DEFINITION OF PUBLIC RELATIONS**

Webster's Dictionary defines public relations as "the business of inducing the public to have an understanding for and goodwill towards an individual, business or institution". Public relations may also be described as "the methods and activities employed to establish and promote a favorable relationship with an entity's audience". In this manual, one will learn that there are several audiences to which one directs the message of disaster relief—a message that is designed to create an informed and favorable impression of the disaster relief work of Southern Baptists. One will also learn how to use good public relations techniques to communicate the message of God and His plan for men and women.

### **CREATING POSITIVE IMAGES**

The Public Information Officer (PIO) often creates the first impression of Southern Baptist Disaster Relief. The PIO should:

- Always wear appropriate clothing.
- Always be courteous and gracious
- Always be well informed
- Always keep your language accurate and clear
- Always work hard to support the media

### **QUALITY**

Excellent quality should be evident in all disaster relief work. As the PIO interfaces with the media to create the Southern Baptist Disaster Relief image, a professional attitude and manner is imperative. Sloppy, incomplete, inaccurate, and incompetent are words which should never be associated with disaster relief work.

### **BILLBOARDS**

Most disaster relief units have logos and unit identification. Some have scriptures which provide the biblical basis for disaster relief work. Whenever possible, units should be parked to maximize the exposure of the signage. For instance, when parking the unit at a hotel while en route to a disaster area, park so the logo can be easily seen. However, never park in such a way that the unit creates an inconvenience for others, such as blocking a view. Always use good judgment.

### **IDENTIFICATION**

All volunteers should wear appropriate clothing and safety gear when being interviewed or photographed. The PIO should evaluate all clothing to ensure consistency. A few items to remember:

- The PIO should always have a fresh, collared shirt available and take time to put it on prior to meeting with the media.
- If untrained volunteers are working with the unit, ensure they wear name badges with the SBC disaster relief logo.

- SBC aprons, magnetic car signs, and gold windbreakers should be used to identify disaster relief personnel and to indicate partnerships.
- All units are encouraged to hang Southern Baptist Disaster Relief banners in highly visible areas to identify the work area. Banners can be placed on the visible sides of 18-wheel storage vans. They can be hung over entrances to buildings where individuals come to obtain Southern Baptist Disaster Relief services.
- Strategically place signs highlighting partnerships in places of prominence.

### **OFF DUTY IMAGE**

One must always be aware of one's image while in public, especially when wearing the disaster relief logo. Some people in the community may have seen, heard, or read publicity about the disaster relief work. Many will thank volunteers for coming to help. During these occasions, volunteers should be aware of the message their behavior communicates. Always be courteous.

## **CHAPTER TWO**

### **PUBLIC INFORMATION OVERVIEW**

#### **WHAT IS PUBLIC INFORMATION?**

Public information is information that is appropriate to share and that will encourage, inspire, elicit prayer support, and/or provide a positive testimony about Jesus Christ. Information should not simply be disbursed without a goal or desired outcome. Therefore, the PIO must be well informed and sensitive to the way that information is presented in order to bring about the desired outcome.

#### **WHY WE ARE HERE**

Jesus Christ loved people and taught them to share His love with those in need. Some scriptures which communicate these truths are:

- “To the least of these” (Matthew 25:32-40)
- “What does it profit?” (James 2:15-16)
- “With one accord” (Acts 2:42-47)
- “They went out to the people” (Luke 9:1-6)
- “He showed compassion” (Luke 10:25-37)

#### **SOUTHERN BAPTIST DISASTER RELIEF MESSAGE**

The PIO should actively seek to share information through a variety of media resources for the following reasons:

- To inform those in affected areas how they may benefit from services being offered
- To solicit other disaster relief volunteers in the area to provide assistance
- To encourage and inspire volunteers serving with other relief organizations
- To encourage and inspire Southern Baptists to pray and give
- To share God’s love

#### **THE MESSENGER**

The PIO is the official spokesman for Southern Baptist Disaster Relief. The PIO should be prepared to tell the story of disaster relief volunteers and the message of Jesus Christ. The PIO facilitates interviews with Site Commanders, Unit Leaders, and SBDR Volunteers. When possible, the PIO facilitates interviews with recipients of Southern Baptist disaster services. The PIO might also ask a volunteer with one of our partner organizations, such as the American Red Cross or the Salvation Army, to share with the media.

It is important that all information be accurate. It is also important that only approved information be released to the public. Therefore, information about a specific operation should only be communicated by:

- assigned **Public Information Officers**
- assigned **Site Commanders**
- assigned **Unit Leaders**

## **VOLUNTEERS**

Volunteers play an important role in communicating the message of disaster relief. However, their role in providing public information should be restricted to information about themselves, their church, their hometown, and a word of testimony about why they are involved in disaster relief.

A pocket-sized media response card (Appendix F) can be provided to every individual serving on a disaster relief team to provide guidance in responding to media questions. All volunteers should be prepared to answer the question, "Why do you serve in disaster relief?"

## **PUBLIC INFORMATION MEDIUMS**

- Newspapers in the disaster area
- Radio and TV stations in the disaster area
- Hometown newspapers of disaster relief volunteers
- Hometown radio and TV stations
- State Baptist publications
- Associational publications
- Church publications and bulletin boards
- Websites
- Social Media Outlets
- Emails
- Faxes
- Signs on disaster relief units
- Appearance and deportment of disaster relief volunteers

## **CHAPTER THREE**

### **PUBLIC INFORMATION ORGANIZATION**

#### **EFFECTIVE PUBLIC INFORMATION WORK**

In order to accomplish effective public information work one should:

- Develop an organization that facilitates effective communication
- Enlist gifted people to serve in the PIO role
- Train and qualify public information volunteers
- Practice
- Evaluate and adjust

#### **PUBLIC INFORMATION ORGANIZATION**

- The national PIO will be appointed by the national disaster relief director and will serve on the Incident Command Team.
- The state PIO will develop and implement a training and qualification plan for public information officers.
- The unit PIO will be recommended by the unit officers, but he or she must be trained, tested, and approved by the state PIO before performing the functions of a PIO.
- Disaster relief unit commanders should enlist one or more volunteers to serve as a media escort if an approved PIO is not available.

#### **RESPONSIBILITIES OF THE PIO**

- Liaison - contact news media to coordinate coverage and interviews
- Prepare and provide media kits
- Accompany news media while onsite
- Keep a media log of all contacts
- Provide onsite training for volunteers on interacting with the media
- Communicate story opportunities to media members
- Maintain working knowledge of video and photography

#### **RESPONSIBILITY OF MEDIA ESCORTS**

- Maintain and distribute press information sheets about state and unit disaster relief equipment and efforts
- Give a personal testimony about why they serve
- Arrange for media to interview the blue cap and other members of the unit
- Assist media in getting appropriate pictures or video



## **CHAPTER FOUR PRESS RELEASES**

### **PRESS RELEASE**

The press release gives the press advance notice of an event that will happen on a reasonably predictable time schedule. It allows the media to get the story as it happens. The press release is very important for television media.

Most public relations firms recommend that press releases be kept to one page. If this is exceeded, it should only be a page and a half with an absolute maximum of two pages. The press release is designed to capture the media's attention so they will cover the story.

The press release should answer the following questions:

- WHAT
- WHEN
- WHERE
- WHY
- WHO
- HOW

See Appendix F for a sample press release.

### **PRESS RELEASE FORMAT**

- FOR IMMEDIATE RELEASE should appear across the top
- Include an attention getting headline
- 1<sup>st</sup> paragraph - what, where, when
- 2<sup>nd</sup> paragraph - quotes from principals
- 3<sup>rd</sup> paragraph - additional information
- Use short, concise sentences
- Use simple paragraphs
- Write in the third person
- Follow a logical sequence
- After a full name has been mentioned, use only the last name when that person is subsequently referenced
- Do not editorialize
- Use 1.5 line spacing
- Leave a wide margin on the right side
- Do not use ALL CAPS
- Do not use BOLD except in headline
- Do not underline excessively
- If longer than one page, type -CONTINUED- at the bottom of the first page
- At the end of the press release, type -30- or -END- or -###-
- Include high quality glossy prints (if digital, at least 2500 dpi; 1 mb jpeg)
- Reference a Web site where additional information can be found

## **LOCALIZE THE STORY**

- All media (except the national media) is interested in news that affects readers, listeners, and viewers in the local coverage area. Press releases should be sent only to local media in the areas affected by the disaster. The focus of the press release should be on what is being done for the local residents.
- A press release sent to the hometown media or the church where the volunteers live should focus on the work of the volunteer. It should answer the question of *why* the volunteer is involved with disaster relief.
- A press release sent to a local Baptist association should focus on the number of volunteers and equipment from that area participating in the disaster response.
- State conventions will write stories that focus on the work of volunteers from that particular convention. The PIO can assist the state convention press office by providing sufficient information and good quality pictures.

## **CAPTURING THE ATTENTION OF THE MEDIA**

Newspapers on average receive more than 30 press releases each day. More than 90 percent will be discarded within a few seconds. Therefore, the PIO needs to prepare a press release that captures the attention of the media and communicates the disaster relief message quickly and effectively. Every press release needs a hook. Using drama, human interest, local pride, or some other point of meaningful connection will make it more likely that a story gets covered. When appropriate, press releases may also include a paragraph which mentions the relationship to other Baptist entities.

If one press release is not selected, create a new one and submit it. Do not send the same release twice. Each press release must be fresh. It is appropriate to send a press release by e-mail, fax, or standard mail. Be sure to indicate on the press release if simultaneous releases are being submitted so the media outlet does not assign the story to multiple reporters.

## **MULTIPLICATION OF WORK**

The PIO can maximize his or her time by creating a “boiler template” for press releases.

- Write one good press release “boiler template”—the basics of what the disaster relief unit is doing in that particular deployment. The basic press release should answer the questions of *what*, *where*, *when*, and *who*.
- Gather the following information from each volunteer serving on the individual units: name, church, hometown, and the name and contact information of a local newspaper in their area.
- Ask the volunteer, “Why are you ministering in this disaster?” If necessary, help them refine their answer so it is clear and concise. Include their quote in the “boiler plate” press release that will go to their hometown newspaper.

- Obtain a good quality (2500 dpi; 1 mb jpeg) action picture of the volunteer doing some aspect of disaster relief work. Send the press release and picture to the hometown newspaper of each volunteer.
- Include the volunteer's phone number so the hometown newspaper can call and gather other information to expand the story.

#### **TIPS FOR EFFECTIVE PRESS RELEASES**

- Provide accurate contact information.
- Condense information.
- Present information clearly and effectively. Avoid incomplete, inaccurate, or vague information.
- Submit press releases in a timely manner.
- Proof material.
- Be aware of deadlines.
- Send information to the correct person.
- Avoid blank or meaningless subject lines.
- Never send e-mail attachments that are unsolicited.

## **CHAPTER FIVE**

### **MATCH INPUT TO THE NEEDS OF DIFFERENT MEDIA**

The three primary news media—television, radio, and newspaper—have very different needs. The PIO must understand the needs of each one in order to assist them effectively.

#### **WORKING WITH TELEVISION**

- Use color, visuals, movement, and brevity.
- Communicate in both words and actions.
- Be clear, active, and concise.
- Get to the point quickly.
- Speak in sound bites.
- Use charts and maps of service area.
- Use action shots of disaster relief volunteers at work.

#### **WORKING WITH RADIO**

- Use language that will paint a word picture.
- Be prepared for on-the-spot interviews.
- Keep facts and pertinent information close at hand.
- Describe the work so the listener will be able “see” it vividly.
- Clarify the purpose of the interview.
- Speak in short, vivid paragraphs.

#### **WORKING WITH NEWSPAPER**

- Help reporters gain needed information.
- Assist photographers with names of volunteers.
- Send complete stories
- Include photo captions
  - Who – Names of people, home churches, unit name, hometown
  - Where – City/Town/Community where team is working
  - What – what they are doing
  - When – date photo taken, response name (i.e., Palo Alto, CA Fire)

#### **TIPS FOR EXCLUSIVES**

- Never address a press release to more than one recipient.
- Give a different angle when responding to inquiries.
- Continue to find different angles for press releases.

## **CHAPTER SIX CARE OF THE MEDIA**

All media outlets, except public broadcasting stations, are in business to make a profit. They exist to make money for their owners and/or shareholders. Radio and television stations are also public service agencies. They have a mandate to provide services that will benefit the community. Since they are primarily a business, the media will carry stories that appeal to their readers, listeners, or viewers. It is the PIO's responsibility to assist the media in securing the kind of story they want to carry.

### **DEALING WITH PROBLEMS**

The media will seldom be adversarial with those performing volunteer work. The PIO is most often in a position to assist the media and guide them to the story being reported. However, there could be times when the PIO's relationship with the media becomes strained.

The media may get part of the story wrong. The PIO should ignore simple inaccuracies. Unless some material part of the story is grossly misstated, it is better left alone.

If the PIO is confident that addressing the issue will be helpful and improve relations with that particular media contact, then he or she may consider making a phone call or sending an e-mail to communicate the inaccuracy. Before doing so, be sure to have the facts. The PIO should never try to correct an inaccuracy without firsthand information.

If the PIO tries to correct a problem, he or she should always be very polite and courteous. Never let emotions control actions or speech. Never assume that the inaccuracy was intentional. There is little chance the inaccuracy will be retracted. The PIO should not talk to the editor or supervisor unless it will improve the situation and never if it could escalate the encounter.

### **SPEAKING OFF THE RECORD**

The PIO should never say anything that should not be reported. The media maintains an honor that they will not report communication which is "off the record," "not for attribution," or "background information." The PIO should assume that the microphone or camera is "live" from the time the news crew arrives until it leaves.

## **TIPS FOR GETTING ALONG WITH THE MEDIA**

PIO's will earn the respect of media by:

- Being accessible
- Being honest
- Returning phone calls promptly
- Remembering reporters' deadlines
- Facilitating interviews and photo/video requests
- Correcting errors politely
- Protecting exclusives
- Building relationships
- Not attempting to evade questions
- Not misleading reporters
- Not criticizing
- Not going over a reporter's head
- Not asking for video or clippings
- Not asking to check a story before it runs
- Not coloring the news
- Not getting into a fight with the media

## **CHAPTER SEVEN INTERVIEWS**

An interview, particularly a television interview, can be quite intimidating. Learning what should and should not be done will help people handle the interview more effectively. The PIO must help the volunteers learn, prepare, and practice so they can accurately and effectively communicate the Southern Baptist Disaster Relief message. Training everyone on the team to deal with a request for an interview is necessary. Even an individual who does not want to give an interview should learn how to decline without creating a negative image.

### **THE MESSAGE**

The most basic message to communicate is God is good. Christians should always give testimony to a living and loving God. Communicating that message effectively is a worthy reason to learn how to communicate with the media.

There are other messages that should be communicated as well. The type of message depends on the audience that receives the media's product.

### **THE AUDIENCE**

The audience may include but is not limited to:

- Individuals who have been affected by the disaster and can benefit from the ministries that are being provided by Southern Baptist Disaster Relief
- Unaffected residents in the area who are involved in disaster relief work and can be encouraged and inspired to continue their work
- Government officials who may not be aware of the ministries being provided
- Southern Baptists who have prayed and contributed money to the cause of disaster relief
- Christians who may become inspired to get involved through their local church
- Individuals who do not have a personal relationship with Jesus Christ

### **THE INTERVIEW**

Before an interview, the PIO should think about the following questions:

#### **Why conduct this interview?**

- To increase awareness of disaster relief
- To increase public support
- To influence pending or prospective legislation

**Who is the audience?**

- Who will be reading?
- Who will be watching?
- Who will be listening?

**What is the primary message?**

- Write down three key messages (see Appendix J).

**What questions will the reporter ask?**

- Identify and develop answers to the positive questions.
- Identify and develop answers to the negative questions.
- Identify the top three questions.

**Preparation**

- All preparation should be done prior to the interview.
- Prepare a media contact form (see Appendix K).
- Pray prior to each interview.
- Secure an appropriate backdrop for the interview.

**Appearance**

- Wear appropriate clothing.
- Wear a clean gold cap with the DR logo.

**Posture**

- Avoid looking tense or stiff.
- Avoid sitting during an interview.
- Avoid rocking back and forth or swaying side to side.
- Remain fully engaged and focused on the interviewer.
- Avoid fidgeting or using broad, jerky gestures.
- Maintain eye contact with the reporter.
- Avoid looking into the camera for still photos.
- Look into video or TV camera when addressing the audience.

**Do's and Don'ts**

- Never respond to a question if unable to answer accurately.
- Pause before answering each question to formulate a complete answer.
- Always use proper grammar.
- Speak articulately.
- Be friendly to reporters.
- Avoid wearing sunglasses.
- Do not use acronyms.
- Keep answers basic.
- Use charts, maps, or other props to enhance message.
- Speak in sound bites of 25 to 40 seconds.
- Be enthusiastic.



- Do not inflate statistics.
- Avoid using hype words.
- Show concern for victims.
- Speak at a comfortable pace.
- Speak to the audience, not the reporter.

### **Bridging the message**

Bridging is the technique of moving from one stated subject to the desired message. Bridging allows the PIO to artfully shift the direction of the interview, if needed. If the media does not ask questions that pertain to the desired message, the bridging technique should be used. The PIO should be prepared to bridge both positive and negative questions. Examples include:

- “For example, ...”
- “It is also important to remember ...”
- “Our primary concern ...”
- “I’d like to add ...”
- “That is an important question, but ...”
- “I’d like to make this point before I continue ...”
- “Let’s get back to the data ...”
- “Please allow me to explain ...”
- “However, it is important to note ...”
- “Your question brings up another interesting point ...”
- “That is a good point, but you might be interested in knowing ...”

### **Hooking the message**

This technique forces a reporter or the audience to listen to more information than expected. When asked a question, state there are two or three key points to share and then enumerate each point.

### **Flagging the message**

To flag questions, the PIO should tell a reporter that the information about to be shared is important. This technique should be used when answering questions that relate to the key message.

## **COLLECTING THE PUBLISHED STORY**

### **Newspaper**

The PIO should learn from the reporter when the story will be published. Upon publication, one should obtain two to three copies of the article.

### **Television**

The PIO should learn from the reporter when the story will be broadcast. By working through the command center or a local resident, the PIO can record the newscast.

## **KEEPING A MEDIA LOG**

The PIO should keep a record of all interviews. The media log should include the following information (see Appendix K):

- Date, time, and location of interview
- Method of interview
- Type of media
- Was a press release sent to the media?
- Name of media
- Reporter's name and contact information
- Summary of story
- Name of interviewee
- Publication/air time information

## **CREATING GOOD PUBLICITY**

Reporters will be more likely to carry a story during a disaster if they are familiar with the work of DR. Therefore, the PIO should work at times other than actual disaster situations to create media opportunities that communicate the message of disaster relief. Some suggestions for additional media coverage include:

- Disaster relief training events and drills
- Securing additional equipment for the unit
- Providing hurricane or tornado awareness
- Recognition of the media

## **DECLINING AN INTERVIEW**

The purpose of an interview is to get the message out. However, there are times when one should decline an interview. The PIO should remember they are not obligated to give an interview just because they have been asked. If the PIO is not prepared or available, the interview should be declined. When declining an interview, it is imperative to do so without communicating a negative message. Yet, at the same time, the PIO should create an opportunity for an interview at another time or with other DR personnel.

A disaster response can be a very stressful environment. If one appears overly stressed, it will be revealed in the interview. Thinking about the following questions might help determine whether an interview should be declined.

- What will be accomplished with this interview?
- What message will be communicated?
- How will the cause of Christ benefit as a result of the interview?
- Can the message be effectively communicated at this time?
- Can someone else give an appropriate interview?
- Will other opportunities be available with this media outlet in the future?

Timing is incredibly important. The request for an interview today may be the only opportunity with that particular media outlet. If the decision is made not to accept an

interview, the PIO should inform the media representative in a courteous manner and as soon as possible.

Declining an interview may mean that an opportunity to communicate through a particular media outlet is lost. Nevertheless, it is better to decline an interview that fails to accomplish the desired purposes or impacts negatively on the ministry of Southern Baptist Disaster Relief.

## **CHAPTER 8**

### **CRISIS COMMUNICATION**

Communication during a disaster is very difficult work. It should be handled by gifted, well-trained, and well-prepared personnel.

#### **CRISIS NEWS CONFERENCES**

Competence, gender, and ethnicity should be considered when choosing a PIO for a news conference. The PIO should always be dressed in business attire when speaking to the media. A professionally dressed person will appear more convincing and trustworthy. The PIO should remain the spokesperson for the duration of the crisis. A consistent image will create credibility during the crisis.

#### **During a crisis news conference, do:**

- Speak with staff/families/deacons before speaking to the media.
- Prepare a statement about the incident and fax or e-mail it to the media.
- Address the media before 3 p.m.
- Read the official statement.
- Be honest and admit to the problem, if necessary.
- Speak in short, concise sentences.
- Express concern for those affected.
- Describe the plan of action to be taken.
- Take questions.

#### **During a crisis news conference, do not:**

- Speculate about the incident.
- Cite lawyers or legal advice as a reason for avoiding a comment.
- Place blame for the incident.
- Give exclusive information to a reporter.

## **History of Southern Baptist Disaster Relief—“Serving Christ in the Crisis”**

### **From Hurricanes ...**

In 1967, Hurricane Beulah ravaged the Rio Grande Valley along the Texas coast, leaving thousands of victims homeless and countless towns and cities damaged. Southern Baptists volunteered to provide assistance. Southern Baptists soon realized the need for an organized, coordinated system of disaster response.

### **To Terrorist Attacks ...**

Out of the Texas experience, Southern Baptist Disaster Relief has blossomed into a well-organized, cooperative network of volunteers, churches, and associations with leadership from the state Baptist conventions. As of 2010, approximately 72,000 volunteers have been trained in disaster relief and responded to floods, hurricanes, tornadoes, fires, earthquakes, and terrorist attacks, both in the United States and abroad. The North American Mission Board provides leadership during multistate and international responses.

### **The Work**

- Contribution of manpower, physical resources, financial assistance, and hope to disaster areas worldwide.
- 1,550+ mobile units—feeding, cleanup and recovery, child care, command center, communication, water purification, shower, laundry, and medical.
- Emotional and spiritual counseling with chaplains and other trained intervention volunteers.
- Short-term repair and long-term rebuild and recovery in affected areas.
- Partnerships with the American Red Cross, The Salvation Army, Mercy Medical Airlift, Department of Homeland Security/FEMA, and a variety of private agencies through NVOAD (National Voluntary Organizations Active in Disasters).

### **Disaster Relief Logo**



- The wheat stalk represents physical help.
- The fish represents spiritual help.
- The arch represents the worldwide link of the Southern Baptist Convention.

### **Motivation—“A cup of cold water in Jesus’ name”**

A disaster hits suddenly and with it the opportunity for immediate ministry. There seems to be no area of mission action that requires more rapid response than during times of disaster. Southern Baptist Disaster Relief is Christian love in action—meeting urgent needs of humanity in crisis situations.

## Appendix B

### Protocol for Responding to a Disaster

When a disaster strikes, who goes? Who decides who goes? Who says when, where, what to do, and for how long?

Usually a local or state official at the disaster site notifies the county or state emergency manager, Department of Homeland Security Federal Emergency Management Agency, and other disaster response organizations of the need for assistance. These agencies include Southern Baptist Disaster Relief, the American Red Cross, and The Salvation Army.

The state Baptist convention, American Red Cross, Salvation Army, emergency management agency, or other organization will notify NAMB to request assistance if a response is required.

During a multistate response, NAMB will activate the Disaster Operations Center (DOC) and NAMB's national disaster relief coordinator, or other designated person, will begin coordinating the response with the state convention disaster relief directors and teams. He will decide, in conference with the partnering organizations, government agents, and the affected state disaster relief director, how many and what type of units to activate. They will also determine where the units will be assigned.

The national disaster relief coordinator, or other designated person, will issue a call through the DOC to other state convention disaster relief directors to put additional units on alert or standby and to give them any pertinent information. These state directors then begin assembling a response team.

Communication between the different entities - Department of Homeland Security Federal Emergency Management Agency, American Red Cross, Salvation Army, national disaster relief coordinator, state disaster relief director and volunteers—may be initiated in either direction. However, volunteers should not bypass the state disaster relief director by first going to NAMB, the Federal Emergency Management Agency, Salvation Army, or the American Red Cross.

Procedures for response by a state disaster relief unit within its own state may differ from a multistate response. Because of close relationships with the local/state emergency agencies, local/state American Red Cross chapters, or Salvation Army, units may be activated without contact with the national disaster relief coordinator. However, in those cases the national disaster relief coordinator should be informed and asked to provide coordination if other state units are needed.

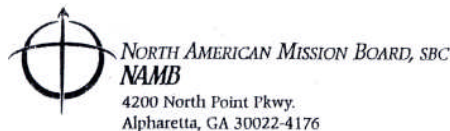
## SBDR Press Kit Information



For information, contact:  
Bruce Poss, National Disaster  
Relief Coordinator  
North American Mission Board  
(770) 410-6301 wk • (678) 634-8488 cell  
[bposs@namb.net](mailto:bposs@namb.net)

### **Southern Baptist Disaster Relief 2011 Fact Sheet**

- Purpose:** To provide help to victims of natural and man-made disasters, such as floods, earthquakes, hurricanes, tornadoes, fires, and terrorist attacks, in North America and overseas.
- Affiliation:** Southern Baptist Disaster Relief is a ministry of the North American Mission Board of the Southern Baptist Convention.
- Resources:** 1550+ mobile units (feeding, chainsaw, mud-out, command, communication, childcare, shower, laundry, water purification)  
  
More than 70,000 trained volunteers, including chaplains
- Partnerships:** American Red Cross  
The Salvation Army  
Mercy Medical Airlift  
Samaritan's Purse  
Federal Emergency Management Agency (FEMA)  
State and county emergency operation centers  
National Voluntary Organizations Active in Disasters (NVOAD)  
Baptist Global Response (BGR)  
International Mission Board, Southern Baptist Convention (IMB)
- Organization:** Disaster relief units are owned and staffed by Southern Baptist churches, regional Baptist associations, and state Baptist conventions. Volunteer teams respond to disasters within their own state and work cooperatively with other states in larger emergencies. Teams also work overseas when the International Mission Board requests help.
- History:** The first Southern Baptist Disaster Relief response can be traced to 1967 when a small group of Texas volunteers helped victims of Hurricane Beulah by serving hot food cooked on small "buddy burners." Between January 1, 2000 and December 31, 2009, Southern Baptist volunteers responded to 1,683 named disasters, prepared 38,872,810 meals, repaired 36,230 homes, and removed debris from 64,570 yards. All assistance is provided to individuals and communities free of charge.



## SBDR Press Kit Information



For information, contact:  
Bruce Poss, National Disaster  
Relief Director  
North American Mission Board  
(770) 410-6301 wk • (678) 634-8488 cell  
[bposs@namb.net](mailto:bposs@namb.net)

### **Southern Baptist Disaster Relief Major Multistate Responses**

2010	Earthquakes - Haiti and Chile Floods - Iowa Fires - Colorado
2009	Ice storms - Kentucky, Arkansas, Missouri, and Illinois Floods - Kentucky, North Dakota, New York and Philippines Tsunami - American Samoa
2008	Fires - California Hurricane Ike and Gustav - Texas, Louisiana Tornado - Georgia Floods - Indiana, Kentucky, Minnesota, Wisconsin, Illinois and Iowa Earthquake – Nevada and China Cyclone - Burma
2007	Fires - California Floods - Canada, Midwest, Northwest, New Jersey Ice Storm - Oklahoma, Missouri Fire - Greece
2006	Earthquake - Hawaii Hurricanes Ernesto - Florida, North Carolina Floods - Texas, New Mexico, Missouri, New England, Pennsylvania, New York Tsunami - Thailand, Sri Lanka, Indonesia
2005	Hurricane Katrina – Mississippi, Louisiana Rita – Texas, Louisiana Wilma, Dennis – Florida Floods - Utah, Indiana, Wisconsin
2004	Hurricane - Charley, Bonnie, Frances, Ivan, Jeanne - Florida No Name Storm - Hawaii Flood - Illinois, Kentucky, Maryland, Ohio Ice storm - South Carolina
2003	Hurricane Isabel Iran Earthquake
2002	Hurricane Isadora Hurricane Lily



2001	9-11 Terrorist Attacks (longest response: 319 days) El Salvador Earthquake
1999	Hurricane Floyd Turkey Earthquake
1998	Kosovo Refugees Hurricane Georges Hurricane Mitch
1997	Red River Valley Flood
1996	Hurricane Fra Hurricane Opal
1995	Oklahoma City Bombing – Alfred P. Murrah Federal Building Hurricane Louis Rwanda Refugees
1994	Northridge Earthquake
1993	Midwest Floods
1992	Hurricane Andrew
1989	Hurricane Hugo
1973	Nicaragua Earthquake (first international response)
1967	Hurricane Beulah (first United States response)

## SBDR Press Kit Information



For information, contact:  
Bruce Poss, National Disaster  
Relief Director  
North American Mission Board  
(770) 410-6301 wk • (678) 634-8488 cell  
[bposs@namb.net](mailto:bposs@namb.net)

### North American Mission Board 2011 Fact Sheet

- Purpose:** The North American Mission Board (NAMB) oversees Southern Baptist missions and church starting efforts in the United States and Canada. NAMB exists to share God's love by responding to those in need, starting new churches, and supporting existing churches in North America.
- Founded:** June 1997 by the Southern Baptist Convention
- President:** Dr. Kevin Ezell
- Areas of Focus:** Providing disaster relief, training missionaries, endorsing chaplains, starting new churches, and equipping existing churches throughout North America.

#### Disaster Relief

The North American Mission Board is one of the three largest relief agencies at work in North America. It is the largest disaster relief partner to the American Red Cross.

#### Missionaries

In 2010, 5,096 North American Mission Board missionaries were serving in various ministry centers across North America, Puerto Rico, American Samoa, and the American Virgin Islands—including the United Nations and almost every major resort in America.

#### Chaplains

The North American Mission Board has approved and commissioned more than 3,048 chaplains currently serving in the military, at hospitals, in corporate America, in airports, in public safety, and in disaster relief situations. Out of more than 275 endorsing agencies in America, NAMB is the largest and has more chaplains than any other faith group.

#### New Churches

Since 1997, NAMB has partnered with Southern Baptists at the state level to start more than 20,000 new churches in cities, suburbs and the countryside across North America.

- Budget:** \$126 million (2010 budget)
- Expenses:** Ministry Activity: 87.92 percent; Administrative Support: 13.0 percent
- Offices:** Headquarters in Alpharetta, Georgia.

## Appendix D

### State Press Kit Information



#### Texas Baptist Men

##### Mission and Statement of Purpose

The mission of Texas Baptist Men is to assist Texas Baptist Churches as they lead men into a "Love" relationship with Jesus Christ that will thrust them and their families into a lifestyle of missions and ministry that fulfills the Great Commission.

**About Texas Baptist Men** - Texas Baptist Men (TBM) is an organization of men that are members of Baptist churches in Texas that are affiliated with the Baptist General Convention of Texas, a Texas Baptist Association or the Southern Baptist Convention. Texas Baptist Men is a 501-C3 NGO non-profit organization that is an affiliate to the Baptist General Convention of Texas. The Board of Directors is made up of men that are elected by their Baptist Associations.

**History of Texas Baptist Men** - Messengers to the 1967 Texas Baptist state convention in Lubbock approved the recommendation for a new organization (TBM) to be formed and how it would relate to the Texas Baptist convention's organizational structure. Texas Baptist Men met on January 15, 1968 at First Baptist Church in Dallas to ratify its constitution.

As stated in that governing document, the purpose of TBM was to support "bringing men to God through Christ by fostering programs that will assist the churches and associations in their tasks of leading men, young men, and boys to a deeper commitment to missions, to a more meaningful prayer life for missions, to a larger stewardship on behalf of missions, and to a personal involvement in missions."

Texas Baptist Men remains committed to the task of supporting churches and associations in reaching men who are committed to mission education and ministry involvement with God in His Mission of reconciling the world unto Himself through Christ Jesus. Throughout the years TBM has sought to join God in His Mission and bears witness to God's activities. Listed below are several of the spiritual markers of TBM. Spiritual Markers are physical markers of spiritual encounters. A spiritual marker identifies a time of transition, decision, or direction when a person clearly knows that God has guided them. TBM can look back at these spiritual markers and see how God has faithfully directed the organization according to His divine purpose.

#### Spiritual Markers of Texas Baptist Men

1967 - Texas Baptist Men organization began	1987 - Realities of "Experiencing God" introduced to TBM
1968 - Hurricane Beulah, TBM's first involvement in DR	1987 - Tornado - Saragosa, TX (town of Saragosa rebuilt)
1970 - Lay Renewal Journey Weekend curriculum	1989 - "Cedars" - Annual prayer retreat began
1972 - Disaster Relief Mobil Unit operational	1989 - Kingdom Renewal emphasis and discipleship materials
1973 - Earthquake - Managua, Nicaragua (1st International DR effort)	1990 - Bicycles for Kenya pastors
1974 - Hurricane Fifi - Central America (DRelief Mobile Unit transported)	1991 - Cholera epidemic - Peru (Medical supplies airlifted)
1978 - Restorative Justice ministries began	1991 - Kurdish refugees - Iran & Turkey (Blankets airlifted)
1979 - TBM Retiree Builders began "Building for the Glory of God"	1991 - Fly-In Kitchens & Portable Water Purification Units
1979 - Tornado - Wichita Falls, TX (Disaster Relief Childcare)	1994 - Goma, Zaire - Water purification
1980 - Don Miller prayer seminars	1995 - Canadian Southern Baptist Seminary in Cochrane, Alberta
1985 - Spiritual Awakening/Renewal Celebration	1999 - Victim Relief Ministries began
1986 - Hospitality House in Huntsville built	2000 - Dixon Mission Equipping Center completed

**30 Years of TBM Ministries "Anyway - Anytime - Anywhere"** records the history of God's activity among the Texas Baptist Men's organization over a 30-year period. This fast-paced narrative recounts the development of a vast array of ministries, from the Royal Ambassadors program for boys to the Retiree Builders - senior adults who travel around the state building churches and other ministry centers "for the glory of God." Special attention is paid to TBM's ground-breaking role in developing Lay Renewal/Kingdom Renewal and Restorative Justice ministries among Baptist. A major part of the book is devoted to a detailed retelling of how TBM blazed a trail among Southern Baptist in the area of disaster relief - from "buddy burners" in the Rio Grand Valley to fly-in field kitchens in the most remote parts of the globe. All proceeds from the sale of this book go directly to the support of missions and ministries through the TBM Forever Foundation.

**Greenville Baptist Association**  
**Greenville, South Carolina**  
**Disaster Relief Ministries**



**Organization**

Founded in 1860, Southern Baptist Churches in Greenville have been serving their community together through the Greenville Baptist Association for over 150 years.

**Partnerships**

When responding to local disasters, the Greenville Baptist Association Disaster Relief ministry partners with the American Red Cross.

The Greenville Baptist Association partners with the South Carolina Baptist Convention and the North American Mission Board of the Southern Baptist Convention on state and National Disaster Relief efforts.

A fleet of over 1,550 Southern Baptist Disaster Relief units is available to assist the Greenville Baptist Association should a major disaster strike our area. These include feeding, chainsaw, mudout, laundry, shower, childcare, communications and chaplaincy units.

**Services**

The association maintains a recovery unit equipped to help homeowners in cleaning out homes damaged by flood waters. Along with trained volunteers, the Greenville Baptist Association Mudout unit has mobilized to assist homeowners along the gulf coast following Hurricane Katrina and internationally to Sri Lanka and Peru in recent years. In addition to the recovery work of the mudout unit the Association provides training and assistance to families and churches in disaster preparedness.

**Additional Information**

For more information contact: Greenville Baptist Association, 220-A Howe Street, Greenville, SC 29601, (864) 242-4330, [jthrasher@greenvillebaptist.org](mailto:jthrasher@greenvillebaptist.org).

**Sample Press Release**

PRESS RELEASE  
FOR IMMEDIATE RELEASE

CONTACT - Jim Leak (830) 285-0300 Cell  
Disaster Operations Center (866) 826-2600  
Texas Baptist Men office (214) 828-5356

March 13, 2003

The Hill Country Baptist Association (HCBA) disaster relief ministry received a request from Martin Smith, manager of the Kerrville Wal-Mart store, requesting that the HCBA shower unit be set up in the parking lot to provide hot showers for approximately 100 semi-tractor truck drivers. The drivers are stranded by the ice storm which caused the closing of I-10.

The unit will be in operation by 6:00 PM on Tuesday, February 25, and will remain open as long as it is needed.

The shower unit has a total of six shower stalls in two separate rooms. It also has a washer and dryer and is completely self-contained with propane and an electrical generator.

The shower unit of the Hill Country Baptist Association was completed in August 2002, and has been used to support disaster relief operations in

- George West, Texas, in the aftermath of Tropical Storm Fay
- Kaplan, La., in the aftermath of Hurricane Lili
- Nacogdoches, Texas, for the Shuttle Columbia recovery

The Hill Country Baptist Association is composed of 38 Baptist churches in the counties of Kerr, Kendall, Bandera, Gillespie, and Kimble who have been ministering in the Texas Hill Country since 1888.

-30-

Appendix G  
**Sample Press Advisory**

PRESS ADVISORY  
FOR IMMEDIATE RELEASE

September 10, 2005

**BAPTIST DISASTER TEAM TO DEPART TODAY TO ASSIST VICTIMS  
OF HURRICANE KATRINA**

VIDEO, PHOTO, AND INTERVIEW OPPORTUNITY TODAY.

(Knoxville) — Twelve members of the Knoxville Baptist Association Disaster Relief Cleanup and Recovery Team will depart from the First Baptist Church of Knoxville (234 Main Street, Knoxville) at 8:00 AM for Vineland, Mississippi to assist people in Vineland who have been affected by Hurricane Katrina.

“The team will drive to Vineland where they will join other Southern Baptist Disaster Relief teams at a recovery coordination site set up in the parking lot of the Winn Dixie,” said First Baptist Knoxville Pastor David White. The team will be assigned to help homeowners clear trees and debris from their damaged homes.

Other Tennessee Baptist disaster relief units are already in Vineland preparing meals and providing shower and laundry facilities for residents whose homes were damaged or destroyed by the hurricane.

Over 2,000 Tennessee Baptist volunteers are trained for disaster relief work and stand ready to depart on short notice to help during a disaster. In addition to three mobile kitchens, Tennessee Disaster Relief has over 50 recovery units which remove downed trees and clean out flooded homes.

IF YOU WOULD LIKE AN INTERVIEW with Rev White or one of the other volunteers before they depart call John Doe, Tennessee Baptist Public Information Officer at (866) 999-2000 – or (999) 555-5432 or cell phone (555) 555-5555.

-END-

## Appendix H

### Photo and Video Tips

#### Do's and Don'ts

- ☐ Don't take pictures that simply show downed trees and flooded homes
  - ☐ Do take pictures of destruction that include OK personnel working in the area.
  - ☐ Don't take long shots that show devastation but do not include OK volunteers
  - ☐ Do position one of our trailers or trucks so the logo is visible in the foreground with devastation in background.
  - ☐ Don't stand back 20 to 30 feet and get pictures of the backs of heads.
  - ☐ Don't use or release a picture of OK personnel unless they are wearing appropriate sanitary and/or safety equipment
  - ☐ Do take close-up action photos of OK personnel doing their work.
  - ☐ Do ask volunteers to pose (look up at the camera) while stirring a pot, unloading a truck, loading an ERV, etc.
  - ☐ Don't take a "class picture" of everyone standing together for a picture unless it is for them. It will not be appropriate for a press photo.
  - ☐ Don't interfere with the work of OK volunteers
  - ☐ Do ask if they can spare a couple of minutes to pose for a good picture
  - ☐ Do get names of people in the pictures—Also get their church, town and the media outlet (s) nearest their home
  - ☐ Do take photos of OK personnel interacting with public officials
  - ☐ Do take photos of OK personnel interacting with other disaster partners
  - ☐ Do take photos of OK personnel interacting with people affected by the disaster. (Shoot first and get permission later) Don't be intrusive, but seek to get the human interest pictures. Don't miss the shot.)
- Photos of 2500 dpi and at least 1 mb in size are best for publication.

**CAPTION INFORMATION** —It is most important that you obtain good caption information for your pictures and that you keep the right information matched up with the pictures. Without name, church, town and media outlet of the individuals in your pictures you will not be able to write the most effective press releases. Remember Who, What, Where and When

**Who** – Name of volunteers, church, hometown and unit

**Where** – City/Town/Community where volunteers are serving

**What** – What is happening in the photo

**When** – Date of photo and event (i.e. Rocky Canyon, CO Fire)

**USE A RECORDER**—Consider buying a \$20 tape recorder that you string around your neck (or a \$100 digital recorder that you carry in your shirt pocket). When you take a few pictures, turn on the recorder and personally describe the pictures that you shot and ask the volunteers to state their name, church, town and media outlets near their home town. Or use the old stand by—a spiral pad that fits in your pocket.



PHOTOS—These are NOT GOOD



These pictures show the backs of volunteers. The viewer can not tell what they are doing nor identify with them. These pictures would not be printed in a newspaper.



PHOTOS—These are GOOD



These are good pictures which show Baptist disaster relief volunteers at work. The pictures are closely cropped so you can really identify with the people and what they are doing. Each picture had a caption which included the volunteer's name and home church.

## Appendix I

### Media Response Card for Volunteers

<p style="text-align: center;"><b>Mississippi Disaster Relief</b></p> <p><b>What this means to me... I do this because...</b> Give your name, church, city, a few words about your disaster relief experience, and what it has meant to our personally and spiritually. Tell why it is important to you that you help.</p> <p><b>Why are we helping here?</b> I am one of approximately 72,000 trained disaster relief volunteers in the United States who donate their time to meet people's crisis needs in the name of Jesus Christ. Helping people in a concrete way shows them that we care and that God cares about them, too.</p> <p><b>MS Disaster Relief Volunteers</b> I am one of over 1,000 trained Mississippi Baptist disaster relief volunteers who cooperate together through Mississippi Baptist Convention.</p> <p><b>Mississippi Baptists have responded to help people during times of disaster since 1971. In 2010 MSDR responded to:</b></p> <ul style="list-style-type: none"><li>• Hurricane and tropical storms in Haiti, Alabama and Louisiana</li><li>• Flooding in Iowa</li><li>• Fires in CO</li><li>• Jackson County Wind Storm</li></ul>	<p><b>We cooperate with...</b></p> <ul style="list-style-type: none"><li>• American Red Cross</li><li>• The Salvation Army</li><li>• Federal Emergency Management Agency</li><li>• MEMA - Mississippi Emergency Management</li><li>• Local emergency management offices</li><li>• Local fire and police departments</li><li>• VOAD (Voluntary Organizations Active in Disaster)</li><li>• North American Mission Board</li><li>• International Mission Board</li><li>• Local Baptist associations</li><li>• Local Baptist churches</li></ul> <p><b>Our capabilities...</b> Mississippi Baptists own and operate: 2 feeding units that can prepare up to 15,000 meals per day each 1 shower unit which can provide up to 300 showers per day 13 mobile cleanup/chainsaw units 1 mobile temporary emergency child care unit 1 portable generator unit</p> <p style="text-align: center;"><b>Contacts</b></p> <p>Mississippi Disaster Operations Center (866) 999-9999 or (555) 555-5555</p> <p>Jim Didlake, MS Disaster Relief Coordinator (555) 444-3232</p>
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Each disaster relief volunteer should carry a card which provides some of the basic facts about Mississippi disaster relief, contact telephone numbers for MS DR leadership, and a couple of suggestions about how to craft a testimony.

Public information officers should encourage disaster relief volunteers to practice dialoguing with one another as to what they would say if news crews with camera and microphone asked, "Why are you here?"

**INTERVIEW PREPARATION FORM**

My name:

Primary message:

Point #1

Point #2

Point #3

## Appendix K

### Media Contact Log

It is important to maintain pertinent information about the media personnel who have contact with disaster relief personnel. The PIO is responsible for obtaining and recording this information, but will need the assistance of media escorts. Individual team members are responsible for obtaining the following information when they give an interview.

Date \_\_\_\_\_ Time \_\_\_\_\_

Location of interview \_\_\_\_\_

\_\_\_\_ Television \_\_\_\_ Newspaper \_\_\_\_ Radio

\_\_\_\_ Magazine \_\_\_\_ Baptist Interview \_\_\_\_ Other

Was a press release sent? \_\_\_\_\_

Name of media outlet \_\_\_\_\_

Reporter's name and contact information: \_\_\_\_\_

\_\_\_\_\_

Summary of story \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

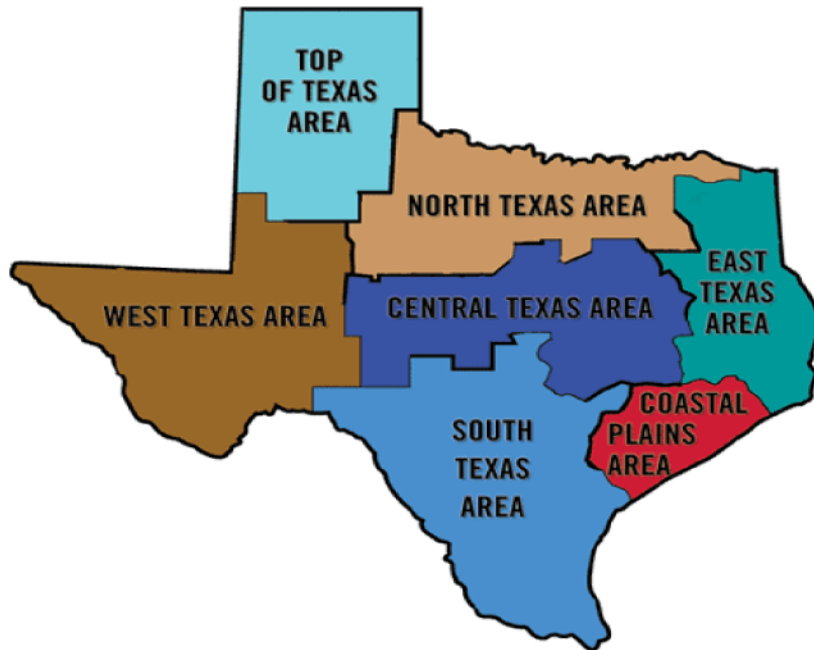
Who was interviewed? \_\_\_\_\_

Publication/air time information \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Sample Director of Missions Information

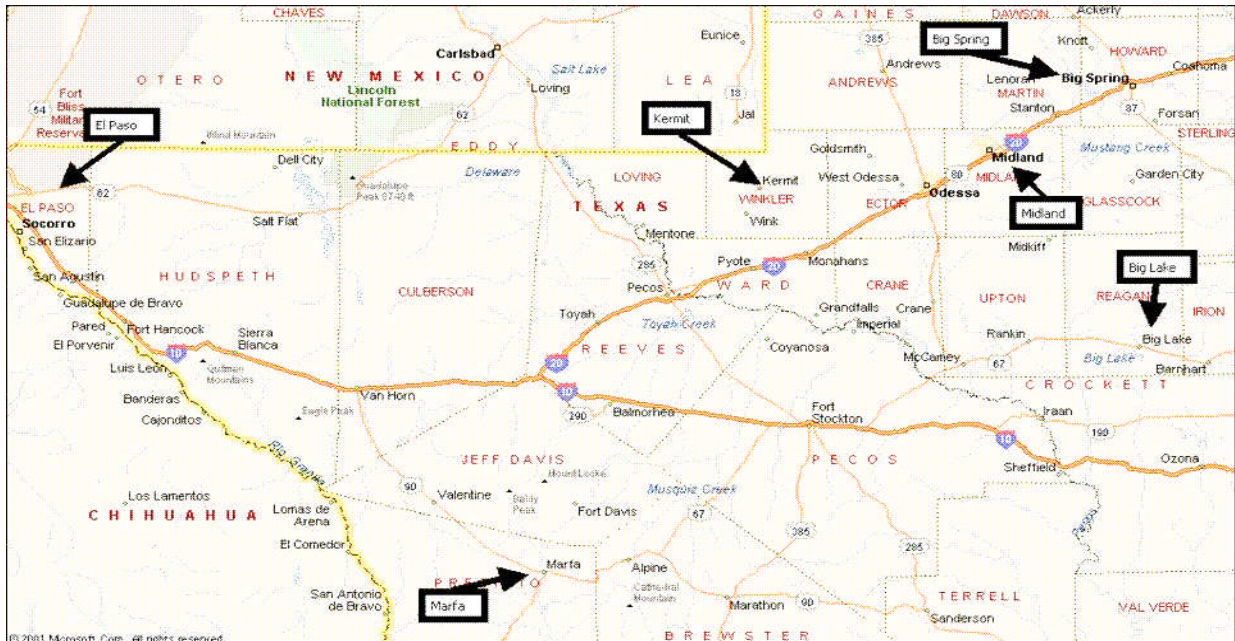


DOMs can assist the PIO in a variety of ways:

- ☐ DOMs know the local churches
- ☐ DOMs know about the churches in the area
- ☐ DOMs may know government officials in the area
- ☐ DOMs may know media personnel in the area
- ☐ DOMs may know law enforcement people in the area
- ☐ DOMs may know individuals with other disaster relief agencies
- ☐ DOMs typically have the respect of the community
- ☐ DOMs can usually speak well before a camera and/or microphone



## West Texas Area Director of Missions Locations



### **BIG LAKE**

Castle Gap Baptist Association DOM: Buddy Helms  
(915) 884-2075, [pastorbuddy@aol.com](mailto:pastorbuddy@aol.com)

### **BIG SPRING**

Big Spring-Lamesa Baptist Area DOM: David Kimberly  
(915) 263-1673, Fax (915) 263-1950, [bslba@crcom.net](mailto:bslba@crcom.net)

### **EL PASO**

El Paso Baptist Association DOM: Josue Valerio  
(915) 544-8671, Fax (915) 533-5102, [eppa1@whc.net](mailto:eppa1@whc.net)

### **KERMIT**

### **MARFA**

Big Bend Baptist Association DOM: Ed Jennings  
(915) 729-4349, Fax (915) 729-4349, [bbba@christophers.net](mailto:bbba@christophers.net)

### **MIDLAND**

Midland Odessa Baptist Area DOM: Wayne Keller  
(915) 563-3700, Fax (915) 563-3701, [moba@apex2000.net](mailto:moba@apex2000.net)

## Appendix M

### Sample State Media Contact Information

Information in this appendix includes as much contact information as possible about newspapers, radio, and television stations in a state, arranged alphabetically by town.

The information was found on the web site *www.infospace.com*. It is likely that many of the telephone numbers are main switchboard numbers and some may be incorrect. Area PIOs should try to find the very best contact numbers for each media outlet.

### Indianapolis Media Outlets

#### Indianapolis Recorder

Shannon Williams is the editor of the Indianapolis Recorder.

Telephone number: **317.924.5143**

Mailing address: **2901 North Tacoma Avenue, Indianapolis, IN 46218**

Published once a week on Friday.

#### Indianapolis Star

Dennis R. Ryerson is the editor of the Indianapolis Star.

Telephone number: **317.444.4444**

Mailing address: **PO Box 145, Indianapolis, IN 46206-0145**

Published Daily

#### WFYI FM 90.1

Mary Hartnett is the news director of WFYI FM 90.1.

Telephone number: **317.636.2020**

Mailing address: **1630 N. Meridian Street, Indianapolis, IN 46202-1429**

#### WIBC FM 93.1

Steve Simpson is the managing editor of WIBC FM 93.1.

Telephone number: **317.637.6397**

Mailing address: **40 Monument Circle, Suite 400, Indianapolis, IN 46204**

#### WISH TV 8 – CBS

Patti McGettigan is the news director of WISH TV 8.

Telephone number: **317.923.8888**

Mailing address: **1950 N. Meridian St., Indianapolis, IN 46202**

#### WRTV TV 6 – ABC

Sheldon Ripson is the news director of WRTV TV 6.

Telephone number: **317.635.9788**

Mailing address: **1330 North Meridian Street, Indianapolis, IN 46202-2364**

#### WTHR TV 13 – NBC

Kyle Thomas is the assignment editor of WTHR TV 13.

Telephone number: **317.636.1313**

Mailing address: **1000 North Meridian Street, Indianapolis, IN 46204**