

Guidelines for YWAM Centres in dealing with Media Relations.

YWAM is highly decentralized, but that doesn't mean we are unassociated.

What your centre does, what is printed about your ministries, what you say about YWAM – all these things can end up on the web and around the world in moments and stay there forever. Anything said about one YWAM centre can be used to represent any other YWAM centre. It might not be fair or true but that's the reality and so when you find yourself in a situation where you are speaking to people who want to publish your comments you need to remember that.

The following are guidelines only. YWAM gets itself into a lot of unexpected circumstances. These are based on the experiences of others but may not apply in your situation. When in doubt, always, always, ask for input.

So, when you find yourself or your YWAM ministry involved in a situation where there is media interest (for good or for bad reasons!) please consider to the following:

- 1) Any situation which is likely to bring local media attention should be reported to your national and/or regional leader.
- 2) Any situation which is likely to bring broader media attention should be reported to the office of the International Chairman : pressoffice@ywam.org
- 3) See point one and two again. Go call them.
- 4) Clarify who you are speaking on behalf of. Unless you have been authorized by a member of the GLT, you do not have authority to speak on behalf of YWAM International. If you are speaking on behalf of a ministry, or a base or a region, make that clear.

You may promote a particular religious tradition or teaching or form of ministry – YWAM represents a broad spectrum of Christian traditions and our statement of faith is posted on our website. If you are going to elaborate on that, you need to clear it with global leadership. This is because what seems obvious to you may be perceived very differently in another culture and can endanger the work of others.

If you are speaking on behalf of yourself, make sure that is also clear. For example, you may have a political opinion about something - YWAM doesn't.