

Now I Lay Me Down to Sleep **Media Guidelines**

This document contains details on how the NILMDTS Management Team requests that its Volunteer Member Photographers interact with members of the Media in accordance with the organization's Code of Conduct

Media Inquiries – A Regular Occurrence

Whether you are an NILMDTS volunteer in a small town or a big city, there are members of the media writing and reporting for television, radio, print and the web. The services NILMDTS provides are unique and visual, and stories about the volunteers who make up our organization and the families we help are moving and inspirational. Provided these media inquiries are handled right, 99% of the time, press coverage of NILMDTS is positive. Press coverage of NILMDTS inspires others to join our volunteer network, informs families and hospitals about our services, and prompts donations from a variety of people and organizations.

NILMDTS strives to advance its mission by communicating openly and honestly using consistent examples of our work through the media. It is important for all volunteer members to refer to this document as guidance when working with the media.

NILMDTS Public Relations Assistance

As of mid-2008, the NILMDTS Foundation brought a Public Relations individual on board to assist in creating awareness of NILMDTS and to help photographers when approached from the media. You may call headquarters at 720.283.3339 or email Public Relations at pr@nilmdts.org for advice.

Typical Press Inquiry

The most typical inquiry from a reporter or an editor is for access to follow the NILMDTS process from the call that comes in requesting our services, to the family being helped, to the point of images being delivered of the family's baby "angel". This report can be done prospectively as a session request is received or also retrospectively through interviews with the photographer, a family served, and hospital representatives.

- We request that you follow these guidelines when you receive an inquiry from a member of the press: Inform the reporter that there are many NILMDTS photographers in your state and that we operate as a network
 - An opportunity to be profiled in the press should be viewed as an opportunity to highlight the amazing volunteer work you and your colleagues do everyday. Interviews by the press should include at least 2 area photographers.
 - Under no circumstances should you view the press contacting you as an opportunity to earn more clients and/or to promote your personal business
- Find out what the reporter or editor needs to know and what his or her deadline is
- Don't let a deadline pass without a response
- Be polite and helpful, informing the reporter that you must first contact a family to see if they choose to participate.
- Do not give the reporter the family's contact information until after you have first contacted the family and they have agreed to allow you to share that info
- If the family you have approached agrees and you are able to allow the reporter to do a profile, ask to speak 'off the record' and prepare the reporter for what he or she may see in a typical session
- Remind the reporter that if part of their story involves them joining you at a hospital or hospice, they must first receive clearance on their own from the public affairs department of that hospital. (You can explain that as a professional photographer, you are invited to the hospital as a guest of the family by the family thus not subjecting you to the privacy guidelines of HIPAA, whereas the reporter or press photographer must gain proper clearance from administration.)
- Don't get drawn into providing information that you do not have accurate statistics on; be sure to refer the inquiring party to NILMDTS headquarters for facts & figures as well as information about our beginnings and where we are today as an organization
- Always inform NILMDTS headquarters if you have been notified by the press


Now I Lay Me Down to Sleep
Commonly Asked Questions by the Press

What is NILMDTS and what do you provide?

How did NILMDTS get started?

How old is the Organization?

How did you get involved with NILMDTS? (Personal story here)

In what local hospitals have sessions been done?

How does photography help bereaving families?

How many photographers are involved? Locally? Nationally?

How do we find out more about NILMDTS?

What do the photographers provide families?

Always try to have the reporter mention the need for additional photographers to assist and the option to make donations to support the organization.