

Media Contact Procedures

Follow these steps when contacted by the media initially or when responding to a follow-up request for information:

Step	Who	Action
1	CWS Staff	<ul style="list-style-type: none"> • Write down the reporter’s name, newspaper or station identification, telephone number, deadline, and specific information requested. • Inform the reporter that the request will be forwarded to the CWS-POS. • Give the reporter the name and phone number of the CWS-POS, if requested. • Notify PSS and CWS Manager of the request. <p>NOTE: When the media request involves a CWS youth and/or Non-minor dependent (NMD), the staff who is first made aware of the incident will complete a Critical Incident Report (see Critical Incident Protocol for more information) and forward it to their PSS and Manager.</p>
2	PSS or CWS Manager	<ul style="list-style-type: none"> • Immediately notify CWS-POS and the CWS EA of the request via email.
3	CWS-POS	<ul style="list-style-type: none"> • Collect specific case information and reports. • Consult with CWS EA to review the request and information gathered. • Send information to executive team and HHSA-MS.
4	Executive Team and HHSA-MS	<ul style="list-style-type: none"> • Reviews information. • Asks for additional follow-up or approves information as provided.
5	CWS-POS or HHSA-MS	<ul style="list-style-type: none"> • Contact reporter and provide requested information. • Log the media request and information provided to the reporter.

Alignment with SET

This policy aligns with [SET Value 4](#), which emphasizes the shared responsibility with community partners including the Media. There needs to be mutual understanding of and respect for, one another’s roles, the law, and the rights due to children, youth, and families.