



Press or Media Guidelines

We encourage local media coverage of your Challenge Day. This helps showcase the work your school is doing to provide a safe and supportive environment for learning. Our goal is for the media to be a respectful, sensitive, non-intrusive presence at your school's Challenge Day.

- Members of the media can participate in the entire day's activities to gain insight into a Challenge Day, but **must serve as adult participants** when doing so
- If media member can only participate for part of a Challenge Day, we request that they **plan to attend the group activities before 11 am, or at the discretion of the Challenge Day Leaders.**
- Photography is permitted during the first hour and last half-hour of the program only.
- Media are invited to come to the last half-hour of the program and stay until the end of the day to interview participants about their Challenge Day experience. Please refer members of the media to Challenge Day's media and reporting guidelines, especially around issues of confidentiality.
- General comments about separation, isolation, teasing, racism, bullying, school climate, or the overall benefits of the Challenge Day program are appropriate for media to share with a larger audience. Specific comments made about personal and/or family issues (alcoholism, cutting, suicide, etc.) **should not be quoted or videotaped in order to avoid breaching participants' confidentiality.**
- Captions may be used to identify students in photographs; however, we strongly discourage "tabloid" mentality in reporting. Although some of the more emotional photo opportunities and specific shares are moving and "newsworthy," they can embarrass youth and break the confidentiality and trust that we stress throughout the day.

Our main goal is that children feel safe, loved and celebrated. If the media invited to your school's Challenge Day do not agree to honor this goal, or cannot ensure that their stories will protect confidentiality, please reconsider asking them to the event.