

USA DANCE Media Policy

Approved Spokespersons

When specifically authorized to do so by the president and/or public relations director, USA DANCE members and volunteers at all levels with the organization can speak with the media as a representative of USA DANCE and/or on USA DANCE's behalf, following approved guidelines and direction from either the president or the public relations director. This policy applies equally to:

- National board members
- National staff members.
- National Qualifying Event organizers leaders.
- Chapter and District officers and board members.
- USA Dance national committee heads and leaders.
- USA Dance members, at-large.
- Central Office administrators.
- Any contract personnel.

* Unless you are an approved spokesperson, when asked to speak for USA DANCE, please refer all inquiries to USA DANCE Public Relations (see below in "Media Inquiries").

USA DANCE members and volunteers may always participate in media interviews to express their own personal views. In such circumstances, care should be taken to label the viewpoint expressed in such a way that it can only be construed as a personal or outside view.

Media Inquiries

All unsolicited telephone, e-mail, internet/social media site and postal inquiries received from print, broadcast or electronic journalists should be directed to the Public Relations Director (in that order) and copied to the appropriate Executive Council or Director in charge of that topic area. In the event that none of these individuals is available to field a telephone inquiry, the journalist's name, media organization, phone number and deadline (if any) will be noted and conveyed as soon as possible and with the proper sense of urgency to the director of public relations at publicrelations-dir@usadance.org and the central office at central-office@usadance.org.

All inquiries for American Dancer magazine should be forwarded to two sources – staff member AmericanDancer@usadance.org and also to PublicRelations-dir@usadance.org, so that someone at the National level is aware immediately of the inquiry.

USA DANCE will respond to information requests and media inquiries from legitimate news sources. All requests and inquiries will be evaluated on an individual basis; USA DANCE reserves the right to refuse to supply certain confidential and/or other information, issue statements or make representatives available for media interviews when such actions do not serve to further USA DANCE's reputation and professional interests.

Dissemination of Media Information

USA DANCE distributes press materials to all legitimate and relevant dance, danceSport, business, consumer and industry media (print, broadcast and electronic) equally and without prejudice, except in cases, as determined, in which media exclusivity has been requested or offered and subsequently granted or the topic is targeted to a specific area of interest.

Press Credentials

Working journalists who are interested in reporting on USA DANCE events, including the USA DANCE competition events – the National Qualifying Events, the National DanceSport Championships, the National Collegiate Championships, Special Olympics and all other special events and activities sponsored, sanctioned or endorsed by USA Dance and the World DanceSport Federation in the USA -- may be eligible to attend those events at no cost by requesting press credentials to the public relations director at publicrelations-dir@usadance.org.

All requests for press credentials will be granted on a case by case basis, taking into consideration factors, such as the nature of the event; the editorial focus, influence and reach of the publication; the subject(s) and extent of the planned coverage; and the degree to which media attendance will impact event operations and/or the experience and participation of event attendees. The Public Relations Director is responsible for approving requests and will issue a request form to all interested media representatives.

USA Dance, Inc. Policy on Media Opportunities

USA Dance Inc. does not encourage its members to participate in any situation -- media opportunity or otherwise -- that creates conflict and/or controversy and does not showcase them as individuals or as dancers in a positive manner and to their best advantage. This particularly applies to situations involving children who depend upon the good judgment of others.

20 November 2012 -updated 7/13; updated 3/14

Addendum # 4 to Policies Manual