

THE CENTER

Media Engagement Ground Rules and Commitment to Safety

Our Commitment

We recognize the value that storytelling with members of the press brings to The Center's brand. In doing so, the Communications and Marketing team's priority is to support and protect The Center's community members, maintain mutually beneficial relationships with members of the media, and manage the organization's reputation proactively. In doing so,

1. We communicate clearly and directly with members of the media.
2. We protect the privacy and anonymity of our community members and guests. We don't put them in a position where they can be outed by the media or where they can be recorded, filmed, or photographed without their consent.
3. We prioritize our community members' ability to enjoy the safe and affirming spaces in our building. We won't displace Center visitors/clients from common spaces.
4. Our programs and services are critical to our community members. We won't obstruct or otherwise prevent Center visitors/clients from accessing the building or services.

This policy applies to all parts of The Center within the building, the Garden, and the front of the building.

Ground rules for specific instances

I. Requests for B-Roll

Members of the television media often request to record [B-roll footage](#) in the building as part of their coverage of The Center. Recording B-roll makes it difficult to ensure our ground rules and commitment to safety are followed.

Therefore, the Communications and Marketing department maintains a collection of approved pre-recorded B-roll footage (with folks who consented to be a part of the filming) that we can furnish to the media upon request. This is the only permissible use of B-roll—media will not be permitted to record unique B-roll in our building.

II. Engaging Media for Center-run Events Within the Building

When The Center invites media or intentionally partners with event collaborators who are inviting media to film or photograph within the building, it is permissible to engage media in the following ways:

**THE LESBIAN, GAY, BISEXUAL &
TRANSGENDER COMMUNITY CENTER**
208 W 13 ST NEW YORK, NY 10011

T. 212.620.7310
F. 212.924.2657
gaycenter.org

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- Establishing a pre-event press opportunity. During this time, members of the press will be able to access the event space to interview, photograph, and film event organizers, vendors, or other spokespeople before the public/community arrive. Any request for additional B-roll will be treated with the above guidelines.
- Establishing a press room. If event organizers intend to work with MarComms to invite the press to the event, they need to reserve an additional room to set aside space for interviews to happen after the pre-event portion of time. That way, people who may be comfortable being filmed or photographed by the media can do so without jeopardizing the privacy preferences of community members in the main event space.
- In instances when Center-run events within our building have a low risk of breaking our ground rules and commitment to safety, the event can be fully open to the media. Event organizers and MarComms must collectively decide in advance whether an event is low-risk and ensure attendees are informed.

III. Media Rules for Non-Center Events Within the Building

For events that are hosted *at* The Center but not *by* The Center, event organizers can work with media how they see fit—within the Center room they are using. Outside the room they have reserved, they must adhere to our policies outlined above. Before their event takes place, they should be made fully aware of our commitment to safety, the ground rules, and their purpose.

IV. Media Rules for Artwork in The Center

The Center does not promise that outlets can film or photograph the art within our building. It is up to the outlets that are filming to secure the rights from the rights holder. This includes the Bureau of General Services—Queer Division, the Keith Haring Bathroom, other permanent murals, or temporary exhibitions.

V. Ethical Storytelling Standards

Please take note of [The Center's ethical storytelling standards](#), which also apply to how we work with the media.

VI. Media Outlets Who Violate Our Policy

We will not work with any media outlets that violate our ground rules and commitment to safety. The MarComms team will maintain a record of any outlet or individual who violates the policy.

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