

Sample Media Covenant

The covenant is a signed agreement stating that all participants of the coalition understand the objectives of the media plan and will protect the integrity of the mission.

A covenant could read as follows:

Recognizing the sensitivities of the victims we are committed to serving, as members of [community coalition name] we agree to use the coalition as a clearinghouse for requests from and responses to the media about our local community project. As members of the coalition, we commit to accurately communicating the purpose of the coalition related to the needs of the victims during the trial.