

# ATTENTION ALL MEDIA

## MEDIA PROTOCOL FOR HUMBOLDT BRONCOS MEMORIAL SERVICES AND HOSPITAL

*The following outlines the protocol we ask all journalists covering the Humboldt Broncos tragedy and the associated memorial ceremonies to follow. In all circumstances, we ask that these protocols be adhered to and respected.*

### **Overview:**

Media are asked to respect the privacy of those involved. Our media relations staff are available to assist journalist with relevant information, media contacts and arranging interviews. Please understand and respect the quantity of requests directed at the Humboldt Bronco community at this time. Resources will be allocated on a priority basis.

Failure to adhere to these protocols will result in the journalist being asked to cease coverage immediately. Their access to future Humboldt Bronco spokespeople and events will be denied. For the most up-to-date information, please visit <https://humboldtstrong.info/>.

### **Coverage during Memorial Services:**

- In some cases, the general public are being welcomed to attend memorial services, media who are in attendance are asked to *a/ways* respect the privacy of those involved.
- Media are **not permitted** to audio record, photograph, or film the ceremonies unless specifically noted on the official website, here: <https://humboldtstrong.info/memorial-service-information/>.
- Media are also **not permitted** to use any social media tools (Facebook, Twitter, Instagram, Snapchat, LinkedIn etc.) to provide live coverage of the memorial service.
- If it is not mentioned online on the official website or through a media availability sent from Takt Communications, assume that the event is a private ceremony and media coverage in any form is not permitted.

### **Coverage Outside Memorial Services:**

- For those who intend to cover the ceremony from outside the venue, you are **not permitted** to scrum with those leaving the venue.
- We also ask you to minimize any distractions, such as camera lights or flashes, for those leaving the memorial service.
- If someone asks you to stop the interview or put your camera down, we ask that you immediately cease the interview.

- Please do not infringe on the family’s right to privacy. We ask that you do not station yourself outside of the homes of the deceased.

**Coverage of those survivors recovering in hospital:**

- Media are asked not come to hospital in order to respect the privacy of families and their loved ones.
- Families and friends require the ability to be in open, common spaces within hospitals to heal in private without being approached for interviews.
- Media are also being asked to not directly contact healthcare staff and physicians for information.
- Saskatchewan Health Authority will work to provide additional information as it is able to within the parameters of privacy legislation.

**Outreach to Members of the Humboldt Broncos and local Community:**

- Instead of approaching members of Humboldt Broncos directly, we ask that you contact our communications team at number and email address provided below. We will do our best to help you get your story.
- We ask that you always identify yourself as a journalist and respect the wishes of the Humboldt community during this period.
- We ask that journalists please respect individual wishes of families, survivors and the Humboldt community to not have their story told for publication or production.

**Use of Language:**

- The Humboldt Broncos encourage the use of #HumboldtStrong to link all coverage.
- We request that you refer to fellow teammates as survivors, not victims.

**Media Inquiries:**

- Phone: 1-844-447-2929
- Email: [media@takt.ca](mailto:media@takt.ca)

**Online Media Centre**

Including photos of deceased, team photos and other assets for media.

[www.humboldtstrong.info/media-centre](http://www.humboldtstrong.info/media-centre)

**Opt-In to Receive Media Releases and Updates:**

<https://mailchi.mp/6073632f5374/humbolt-broncos-media-release-opt-in>