

## Enhanced Collaborative Model Task Force to Combat Human Trafficking

# Communication and Working with the Media Protocol Checklist

This checklist provides a list of items Enhanced Collaborative Model anti-human trafficking task forces should consider when developing a communication and working with the media protocol. This checklist can be used as a guide for the development of a strong protocol. While it is not mandatory to include all items, it is important that task force members discuss and agree what should be included specific to their local task force.

Ensuring that agencies can inform the public through positive working relationships with their local media partners, in conjunction with community-based organizations and victim advocate groups, is paramount to help communities better identify the impacts of human trafficking.

Developing a detailed protocol for communication and working with the media can allow task force members to:

- 1 **Ensure** care and consideration for victims' rights;
- 2 **Respect** victims' privacy and dignity;
- 3 **Conduct** as much educational outreach as possible while minimizing potential additional, though unintended, harm surrounding the discussion of human trafficking;
- 4 **Ensure** ethical representation of human trafficking cases and victims;
- 5 **Obtain** accountability for content sharing; and
- 6 **Maintain** a consistent message about authentic, accurate information about human trafficking.

**Instructions:** Review and discuss the below list of considerations to include when developing a communication and working with the media protocol with task force members.

Section	Item	✓
<b>Introduction to Task Force Communication and Working with the Media Protocol</b>	Rationale for task force communication and working with the media protocol	
	Overview of federal, state, local, and tribal laws regarding privacy and obligations of confidentiality	
	Individuals who assisted in developing the protocol (include representatives from law enforcement, victim services, and prosecution)	
	Schedule for periodic review and update of the protocol	
	Shared values around human trafficking representation	
	Accountability mechanisms for when information that is shared does not align with the values of the task force	

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Communications Outreach Efforts to Incorporate in Media Partner Messaging	Incorporation of general media relations guiding practices, including ethical responsibilities (e.g., IACP <a href="#">social media</a> and <a href="#">media relations</a> model policies, End Violence Against Women's (EVAW) <a href="#">Media Toolkit for Service Providers</a> , and the National District Attorney Association's <a href="#">National Prosecution Standards media guidance</a> )	
	Incorporation of task force members' standing media policies (e.g., service providers, prosecutors, and law enforcement agencies)	
	How items will be branded (e.g. task force logo, mission statement)	
	Location for compilation of local, state, and federal victim and community member resources easily accessible online to share with media partners	
	Victim-centered, trauma-informed guidance, including address any Health Information Privacy (HIPAA) concerns, (created in conjunction with victim trauma subject matter experts) for discussing cases with media representatives, while maintaining <a href="#">confidentiality</a>	
	Inclusion of educational materials, created in conjunction with community-based organizations and victim advocate groups, regarding identification of potential human trafficking victims	
Handling and Managing Media Requests	Comprehensive and collaborative response to media requests, including, but not limited to, input from investigators, cross-jurisdictional team members, victim rights advocates, and heads of agencies (including considerations for releasing information on active cases)	
	Ways to ensure media practices and policies do not endanger victim safety and/or jeopardize active investigations	
	Contact information for victims to reach out to service providers and/or law enforcement	
	Tips to diversify media engagement, including press conferences, one-on-one interviews, live-streaming efforts on social media platforms (all depending on the scope of the audience, the urgency of the messaging, and other concurrent variables)	
	Process on responding to <i>Freedom of Information Act</i> requests (e.g. policies about redaction, sealing records, protection orders, use of pseudonyms, and general training on how to write a police report or warrant)	
	Process to facilitate survivors sharing their stories during media requests. (e.g., informed consent forms, established guidelines for paying survivors for their services, guidance on survivor qualification to speak, HIPAA guidance)	
Access of Information for Media Partners	If information shared in press releases can be made simultaneously available on social media platforms or on an agency's website for access to non-traditional media sources	
	Process for the vetting of content shared with media by task force members' chains of command	
	Procedures for identifying, managing, and reporting an inappropriate breach of confidentiality	