

# BRIDGE II SPORTS

## Communication Guidelines for Media Personnel

By initialing each item, you understand what is being asked by Bridge II Sports to keep all participants safe. <i>You do not have to initial in the darkened spaces.</i>	Initial Here
<b>1. WE WILL RESPECT THE DIGNITY OF THE SUBJECT.</b>	
Special consideration will be given to photographs depicting individuals with disabilities in accurate context and with dignity.	
Wherever possible, we will explain to the subject the likely use of the images taken.	
We will not photograph individuals wearing red bands.	
We will not interview individuals wearing green bands.	
<b>2. WE WILL NOT EXPLOIT THE SUBJECT.</b>	
We will not manipulate the subject in a way that distorts the reality of the situation.	
We will never publish a minor participant's full name or contact information. Adult participants must give consent for use of full name (first, last).	
We will show people with disabilities as active and capable and will not use language or images that express pity or a 'less than' mentality.	
<b>3. WE WILL MAINTAIN STANDARDS OF TASTE AND DECENCY.</b>	
No images that are considered erotic, obscene, pornographic will ever be used.	
We will not make gratuitous use of images of people suffering.	
All written and oral accounts of programs and events will be made in Person First Language. (See policy for example)	

I have read the policies and protocol, and in a spirit of cooperation with Bridge II Sports and to honor the unique stories of the athletes and participants, I agree to adhere to the media requirements to the best of my ability.

Media Representative Printed Name	Media Outlet
Position/Title	Date of Interview
	Date of Publication
Email Address	Cell Phone Number
Names & Contact Information for Additional Representatives (i.e. cameramen, etc.)	
Media Representative Signature	Date

For any questions about these policies and procedures or other media requests, please contact Brad Rosell, Marketing Manager at 1-866-880-2742 or [bradr@bridge2sports.org](mailto:bradr@bridge2sports.org)

For Internal Use Only:

Approved:	Badge Issued:	Badge #:	Badge Returned:

# BRIDGE II SPORTS

## Policies and Protocol for Media

Bridge II Sports is a non-profit organization that creates opportunities for youth and adults with physical disabilities to play sports while developing confidence, character, self-esteem and tenacity.

***Due to the nature of our organization and communities that we serve, our athletes and program participants have distinct stories, uncommon vulnerabilities, and are in a unique place in their life journey. A strong relationship with the media is important in sharing our stories – both the stories of individuals and of Bridge II Sports – therefore, shared respect for this uniqueness is expected. The following policies are required to honor the athletes and their stories with intention, respect, and safety.***

### **For all media representatives in contact with BIIS participants, families and/or events:**

- All media personnel must sign an agreement with BIIS outlining their understanding and adherence to these policies and protocol; agreements are effective for the event listed on their respective forms.
- Once approved, all media personnel will be given a BIIS media identification badge, which must be displayed prominently at all times; please return at the conclusion of the event or interview.
- To be photographed or interviewed, **ALL** athletes must have given written, signed consent.

### **For all athletes and program participants (Youth & Adult):**

- No athlete photographs or interviews without a written, signed consent form
  - Youth (minors under 18 years of age) must have form signed by a parent or guardian
  - Anyone wishing to not be photographed and/or interviewed will be wearing a colored wristband. **No pictures = red band; No interviews = green band**
- All youth are considered by BIIS to be potentially high-risk for child predators
- **Only one** of the following combinations listed below may be used to identify minor participants in any BIIS activities, including athletes, program participants, family members, observers, etc.:
  - Participant's age and county of residence
  - First name and age
  - First name and state of residence
- Under **NO** circumstances should a minor participant's full name be included in any materials, print, social or online media, or any other media story.
- Adult participants must give consent for full name to be included in any materials, print, social, online media, or any other media story. Due to nature of their disability (ex. Traumatic Brain Injury, cognitive disability) some BIIS athletes may not be able to provide informed consent. Please be mindful of these athletes' rights and discuss any issues with BIIS staff.
- To ensure accuracy, interviewees may request and be granted the right to review and provide final approval of their story prior to printing or publishing
- BIIS may request approval of "quotes" received from participants.
- Person First Language is a **MUST** for all interviews, publications, and interactions
  - **YES** – a youth basketball player who uses a wheelchair
  - **NO** – wheelchair bound basketball player
  - Our athletes are people first. Their disability does not define them.

## Person-First Language

At Bridge II Sports we strive to not only empower people with physical disabilities through sport but also challenge perceptions of disability in the community. We believe strongly that the words we choose and way we talk about people with disabilities can change the culture of awareness. We ask that all stories about BIIS and our athletes adhere to person-first language.

**Person-First Language** aims to avoid perceived and subconscious dehumanization when discussing people with disabilities. **Simply, people are people FIRST and should not be defined or identified by a condition.** A disability is considered a part of a person's overall self and something that they have, not something that they are. The use of *to have* is favored over *to be*.

Example: **John has a physical disability** vs. John is physically disabled

Person-first language can also be applied to any group that is defined by a condition rather than as a people (ie. Instead of 'the disabled' you'd say '**people with disabilities**').

## Examples of Person First Language

Person First Language	Unacceptable Language
People with disabilities	The handicapped or disabled
People with AIDS	AIDS victims/patients
Paul has a cognitive disability (diagnosis)	Paul is mentally retarded
Kate has autism (or a diagnosis of...)	Kate is autistic
Ryan has Down Syndrome (or a diagnosis of...)	Ryan is a Down's; a Down's person; mongoloid
Sara has a learning disability (diagnosis)	Sara is learning disabled
Mary is of short stature/a little person	Mary is a dwarf/midget
Bob has a physical disability (diagnosis)	Bob is a quadriplegic/is crippled
Tom has a mental health condition	Tom is emotionally disturbed/mentally ill
Nora uses a wheelchair	Nora is confined to/is wheelchair bound
Steve receives special education services	Steve is in special ed; He's a special education student
Tonya has a developmental delay	Tonya is developmentally delayed
Children without disabilities or able-bodied	Normal/healthy/typical children
....communicates with her eyes/device/etc.	...is non-verbal
Congenital defect	Birth defect
Brain injury	Brain damage
Accessible parking, hotel room, etc.	Handicapped parking, hotel room, etc.
She needs or uses...	She has problems/special needs

## **Bridge II Sports Style Guidelines**

In an effort to maintain our brand and consistency we ask that you adhere to the following style guidelines:

### **Bridge II Sports**

**Organization:** Bridge II Sports (Bridge-space- capital i capital i- space-Sports)  
pronounced Bridge to Sports

**When abbreviated (on social media or upon second mention in writing):** BII S

**Do not use:** Bridge 2 Sports; Bridge2Sports, B2S

**Website:** [www.bridge2sports.org](http://www.bridge2sports.org) or bridge2sports.org

**Facebook and Twitter:** @bridge2sports

### **Valor Games Southeast**

**In general:** Valor Games Southeast

**For the specific year:** Valor Games Southeast (year) ex: Valor Games Southeast 2018

**When abbreviated (on social media or upon second mention in writing):** Valor Games SE (year);  
VGSE (year)- ex. VGSE18

**Do not use:** Valor Games, Southeast Valor Games, 2018 Valor Games, 2018 Valor Games Southeast

\*Bridge II Sports should be identified as organization responsible for coordinating and hosting Valor Games Southeast

**Website:** [www.bridge2sports.org/valor-games-southeast/](http://www.bridge2sports.org/valor-games-southeast/)

**Facebook and Twitter:** @ValorGamesSE

### **August Madness**

**In general:** August Madness, Bridge II Sports August Madness Wheelchair Basketball Fundraiser

**For the specific year:** August Madness (year) ex: August Madness 2018

**Do not use:** 2018 August Madness

\*Bridge II Sports should be identified as organization responsible for coordinating, hosting and benefiting from August Madness

**Website:** <http://augustmadness.bridge2sports.org>

**Facebook and Twitter:** @bridge2sports

For use of Bridge II Sports logos or guideline questions

please contact Brad Rosell, Marketing Manager

866-880-2742 or [bradr@bridge2sports.org](mailto:bradr@bridge2sports.org)