



Representation of CCDT in Media

- CCDT's spokespersons include the Managing Trustee and Functional Directors. Any other person (Senior Officer and above) within CCDT can be designated as a CCDT spokesperson by the Managing Trustee or the Functional Directors for any specific media output
- All CCDT media outputs including quotes, bytes and interviews, any other response to specific media queries, opinion pieces, authored articles, brand articles etc. will be attributed to authorized CCDT spokespersons
- CCDT spokespersons are mandated to represent CCDT's perspective on the issue, shall not present personal opinions, views and invalidated information under any circumstances, even in the informal sharing session with media
- All interactions with the media should be kept within the framework of communicating CCDT's position on the issue at hand or on children's rights in general
- CCDT POV shall be duly provided to the spokesperson by the Communications Team.
- CCDT POV related to any primary / secondary data will be approved by the M&E team
- Any media content using local / national data (both primary & secondary) must be validated by the M&E team with appropriate details of reference , and must be in loop when there is any media query related to data
- For POVs going to the media from any other function, approval of the Managing Trustee and the Communications team should be kept in loop
- Communications and M&E to primarily approve all opinion pieces which go under the Managing Trustee's name, and finally the content will have to be approved by the Managing Trustee
- Quotes shared in any press release, articles, stories related to CCDT's POV on any national policy needs approval from Communications
- The Communications team must be kept in loop for any invitations or representation of any CCDT spokesperson at any public event and share relevant photographs to enhance CCDTs Brand Image

CCDT response to topical issues in media on CR

Topical Issues to which CCDT may need to respond or that may attract media query may include:

- Incidents/ Cases of Child Rights violation with regional / national importance
- National Policy Changes / Debates / Decisions
- Legal issues related to CR
- International incidents impacting children



1. Incidents / issues that may need urgent attention / media response need to be tracked both through media as well as social media (specifically twitter) through Communications, needs to be flagged to the Managing Trustee
2. Communications should flag the issue to the other functions whenever necessary depending on the Program domain
3. Based on request from the Communication, respective function (in whose domain the query/ issue rests) to provide a POV as per agreed timelines appropriate for the media
4. The agreed timelines refer to timelines decided between functions because some of these asks may have to be responded immediately while on others, Communications may have a scope of a day or so
5. Every POV provided by the respective function / region must be duly approved by the Managing Trustee
6. In cases of POVs relating to international trends/ international incidents or any other matter of significant importance especially if it impacts the organization, approval of Managing Trustee should be sought
7. For every panel discussion, media interaction or response, communications to provide the POV of respective function as well as pointers and talking points to the spokesperson

Press release for other functions: (Total duration 2/3 weeks)

- 1) Planned release refers to agreed upon releases between Communications and the respective function at the beginning of the year like International Day against child labour, International Day of the Girl child, International Volunteers Day, Independence Day, Children's Day, World Nutrition Week, Missing Children Day etc.
- 2) Respective function to provide content and expectation for their press releases at least a month in advance followed by a discussion.
- 3) The respective function should inform Communications about specific references (for example, campaign line, partners' names which need to be included in the press release, translation requests in number of languages etc.)
- 4) In case of any further request from Communications the material / content be provided 20 days before the release.
- 5) Communications to revert with the draft release within a week of receiving the original content
- 6) The respective function should revert with their feedback/approval within two working days.
- 7) The finalized press release should be sent for translation (if required) at least four days prior to the date to release.
- 8) In case of un-planned releases like NCRB, DISE, NFHS, CENSUS
 - a) If the issue is topical than a POV must be released on the same day before 4PM, as the design for pages for any publication gets closed by 5PM and the chances of wires picking up the quote is very less after that.
 - b) In case of un-planned releases on govt reports, release containing CCDT analysis must be released within 24 hours along with some documentary evidence, to share it with media, as they ask for it. Based on our experiences from the past, few good

publications have refused to publish our release without any documentary evidence to substantiate the analysis.



CCDT Studies / Reports on CR:

National / Regional Studies:

- 1) In case of national studies or studies conducted by respective functions, Communications be involved at the time of conceptualization for better understanding and adaptation for media.
- 2) The Respective function to share the tentative release time of the study with Communications at least 2 months prior to the release.
- 3) If Communications is required to organize any press conference for the same:
 - Respective function should ideally share the report or any kind of documentary evidence of the study or report, to be shared with media at the press conference or along with the press release, as the media always asks for evidence / report from the day it requires to go to the media.
 - If the report / study requires translation, it must reach the Communications at least one month prior to the press conference or day it requires to go in media.
- 4) The respective function and Communications to jointly decide on sharing of responsibilities with respect to knowledge / content related to the study.
 - Details of area and methodology.
 - Talking points / Q&A for the spokespersons. -Presentation
 - Plan of dissemination across cities and languages.
 - Press kit
 - Sharing of plan related to budgets and logistics.
- 5) In the preparation of the press conference/s, Communications must undertake, translations, vetting and preparations of content rich press kits, therefore, the material for the press kit should be ready at least one week before the press conference.
- 6) In case of press conference of a study done the respective functions head, M&E, Communications and Managing Trustee must be present at the event and must be intimated about the event as soon as the dates are finalized.
- 7) Communication must be briefed at the conceptualization of the event for better understanding and adaptation for media / social media
- 8) The Respective function to share the detailed plan, date and venue four working days prior to the event. (To prepare media Invite and disseminate the same).
- 9) Communications to prepare talking points for the spokesperson around the event and get it vetted by the Managing Trustee, a week prior to the event.

Authored Articles & opinion Pieces

- 1) Communications to place a request for discussion with the respective team, on the topic and issues to be highlighted in the article three weeks in advance
- 2) In case of any request from Communications regarding the material/content, respective function should provide it within a week.
- 3) Communications to the draft the Authored article within a week and share it with the Managing Trustee



- 4) Communications should receive the feedback/approval within three working days from the Managing Trustee

KEY NOTES

- 1) An Authored piece must reach the publication 10 days to 2 weeks before the day we want them to publish it.
- 2) Communications needs to share the idea/theme of the authored piece at least a month prior with the publication.
- 3) Reaction on any child related news/incident should be shared on the day before 4pm.
- 4) Press release for any event/issue/campaign must reach media before 3pm, preferably first half of the day.
- 5) Any media content using data or organizational POV must run through the Communications and the Managing Trustee