**AFW Media Guidelines for Board and Wings**

**Objective:** This document provides guidelines for AFW volunteers for press releases and interviews to ensure consistent messaging and consideration for sensitive issues. (Note – this is not the crisis guidelines. There is a separate document for that – bottom line, in a crisis, all communication goes through Josh Olson – Executive Director).

**Media:** Printed press, television/radio, social media

**Tools:** Link to current logos, press release template, current AFW approved verbiage, talking points

**Press releases**: When a volunteer wishes to promote a specific event, they may wish to do a press release. The link above has an approved template as well as the current logos. During the editing process, we ask that you contact Ivan Martinez ([ivanm@angelflightwest.org](mailto:ivanm@angelflightwest.org)) and/or Kathleen Masser ([kathleenm@angelflightwest.org](mailto:kathleenm@angelflightwest.org)) so they are aware and can make sure the content is consistent with AFW guidelines.

**Social Media**: During a mission, we encourage pilots to take photos. Please send photos (hi res) to [missionsteam@angelflightwest.org](mailto:missionsteam@angelflightwest.org), including the names of all in the photo, mission number and location. If the pilot wishes to post on social media, be sure to ask the passenger if it’s ok, tag AFW (@angelflightwest), use only first names of the passengers, and do not mention their illness.

**Press Interviews**: Wing volunteers or board members may be contacted by the media or might wish to initiate an interview or press attendance at a specific mission. When doing this, please always coordinate with Ivan so that you are aware of any sensitive issues. For example, with Santa Flights, appropriate language is “Title One School”, not “poor school”. During special project such as COVID-19 flights, the project leader can provide guidance as to these issues.

**FOR IMMEDIATE RELEASE**

Angel Flight West, Utah Wing

For Immediate Release: 12/3/2018

Ivan Martinez Steve Bollinger Joanne Brattain

Director of Outreach Wing Leader, UT Outreach Coordinator, UT

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For Calendar Editors: Santa Flies to Ephraim, UT

What: Angel Flight West and Eagle Scout candidates bring Santa and gifts to 550+ children in Ephraim, UT

When: Friday, December 13

Time:

8:30am Depart various area Airports

9:30 – 10:30 ETA at Manti/Ephraim Airport 41U

11:00 Assembly with students at Airport

Where: Departure: Various area airports

Destination: Manti/Ephraim Airport 41U

Airport Road, Ephraim, UT

On December 13 at 8:30am, twenty-two volunteer pilots of the Utah Wing of Angel Flight West will depart from various area airports on their annual Santa Flight. Their destination is the airport at Manti, UT, where they will deliver donated toys, school supplies, books, backpacks and warm clothing to the 550+ children at Ephraim Elementary School.

Ten scouts from the Wasatch Front have used this as their Eagle Scout Service Project. They have gathered donated school supplies, winter coats, books and toys based on the needs of the school. Additionally, KUED will be providing over 600 books through it’s “[Ready to Learn](https://www.kued.org/kids/ready-to-learn/ready-to-learn-workshops)” program encouraging literacy and other key family development programs.

The principal Gannon Jones and the PTA have arranged to bring the students to the airport to watch for Santa, Mrs. Claus and the elves. At an assembly in a hangar, the students will serenade Santa and the pilots. Then Santa, Mrs. Claus and the elves will give out hugs and candy canes. The National Guard will transport the donated items to the school.

Since the first Santa Flight in 2000, the members of the Utah Wing have worked with their local communities to gather needed supplies & toys and deliver them to Title One Schools in rural communities throughout Utah. Santa Flight coordinators Steve Bollinger, AFW UT Wing Leader, AFW Outreach Coordinators Phil Titus and Joanne Brattain, Pilot Briefer Tim Miller, and Santa, and the Scout Leaders have worked on this project since

Recipients, both frontline workers and families, are extremely grateful for these life-saving supplies.

September. According to Bollinger, the partnership between AFW and the Scouts has been critical in the success of this project.

As with every Angel Flight mission, the pilots donate their time, talent, airplanes, fuel and operating expenses.

Founded in 1983, Angel Flight West is a nonprofit, volunteer-driven organization that arranges free, non-emergency air travel for children and adults with serious medical conditions and other compelling needs. The Utah Wing has 77 pilots and flies 100+ missions a year within Utah and throughout the intermountain west. [www.angelflightwest.org](http://www.angelflightwest.org) . [www.facebook.com/angelflightwest](http://www.facebook.com/angelflightwest) #

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Notes:

Press members desiring to fly with Santa Flight – please contact Steve Bollinger ASAP so he can ensure the proper loads and number of planes. Since we are departing from various airports, it’s important to arrange this in advance.

Photos from prior Santa Flights





