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# 2014 NONDISCRIMINATION COMMUNICATIONS & PROTOCOLS



# CURRENT STRATEGY OF CONTAINMENT

## PREPARATIONS

- In April 2013, The Salvation Army's National Advisory Board adopted an aggressive issues management plan, with specific emphasis on addressing allegations of discrimination on an ongoing basis
- The Salvation Army NHQ communications team and Richards Partners have held issue briefings and media training workshops in 2013 and 2014 for more than 150 of the highest ranking officers and respective public relations officials



## PREPARATIONS

- The Salvation Army NHQ communications team has developed key messages, FAQs, LGBT nondiscrimination videos, and an LGBT landing page that are being used to direct reporters and social media commenters to information on the position of The Salvation Army: [www.salvationarmyusa.org/nodiscrimination](http://www.salvationarmyusa.org/nodiscrimination)
- A comprehensive social media monitoring system has been implemented with specific focus on LGBT discussion linked to the Red Kettle campaign





# ONLINE RESPONSE

## SUGGESTED FACEBOOK POSTS

### 🛡️ Post #1

*The Salvation Army does not discriminate in the service it provides or the people whom it hires, and that includes sexual orientation; we fully and emphatically reject the statements made by the Australian officer in June 2012. Anyone who comes through our doors will be welcomed with love and service, based on their need and our capacity to provide. [salar.my/lgbt](http://salar.my/lgbt)*

### 🛡️ Post #2

*(If bogus photo is included) As has been confirmed by third parties, the photo used in this post has been altered using Photoshop. [salar.my/lgbt](http://salar.my/lgbt)*



## SUGGESTED FACEBOOK POSTS

### 🛡️ Post #3

*These accusations simply aren't true. Since its founding nearly 150 years ago, The Salvation Army has lived out its mission: To meet human need in His name, without discrimination. People who come to the Army for assistance will be served according to their need and our capacity to help – regardless of race, gender, ethnicity, or sexual orientation. [salar.my/lgbt](http://salar.my/lgbt)*

### 🛡️ Post #4

*We acknowledge that because of our size and scope, occasionally, one of our millions of employees or volunteers might say or do something that does not reflect our true values. We address these incidents as soon as they arise. The Salvation Army believes that all people are equal regardless of sexual orientation or any other factor, including race, gender, and ethnicity. [salar.my/lgbt](http://salar.my/lgbt)*





## SUGGESTED TWEETS

- ♣ We emphatically reject accusations of discrimination based on sexual orientation; claims to the contrary are false. [salar.my/lgbt](http://salar.my/lgbt)
- ♣ Money from the Red Kettles goes to support people in need including those in the LGBT community. [salar.my/lgbt](http://salar.my/lgbt)
- ♣ We simply do not discriminate against the people we serve or hire. Our doors are open to all. [salar.my/srvsall](http://salar.my/srvsall)
- ♣ We serve and hire all people without discrimination. [salar.my/srvsall](http://salar.my/srvsall)



## VIDEOS



🛡️ <https://www.youtube.com/watch?v=22CiCTbJXew>



🛡️ [http://www.youtube.com/watch?v=pYZ\\_i3uWSqI](http://www.youtube.com/watch?v=pYZ_i3uWSqI)



🛡️ <http://www.youtube.com/watch?v=HKRWILcvXlw>



🛡️ <http://www.youtube.com/watch?v=4jkzjBYYJ8o>



🛡️ [http://www.youtube.com/watch?v=flku\\_NjPHYQ](http://www.youtube.com/watch?v=flku_NjPHYQ)



## POSITIVE STORIES TO REFERENCE

- Meeting the Need (Our Lives, Madison's LGBT & XYZ Magazine)  
[https://s3.amazonaws.com/usn-cache.salvationarmy.org/97fb17f4-7848-4223-9eb7-db7ceb3a9ed6\\_Our+Lives+LGBT+Magazine.pdf](https://s3.amazonaws.com/usn-cache.salvationarmy.org/97fb17f4-7848-4223-9eb7-db7ceb3a9ed6_Our+Lives+LGBT+Magazine.pdf)
- Salvation Army Provides Shelter to All People (The Kansas City Star)  
<http://www.kansascity.com/living/religion/article3971676.html>
- In the Spirit: Gay Man Recalls Kindness (Wisconsin State Journal)  
[http://m.host.madison.com/wsj/lifestyles/faith-and-values/religion/in-the-spirit-gay-man-recalls-kindness-shown-by-salvation/article\\_d8343c7d-392a-5dc3-96a6-bf078a1017de.html?mobile\\_touch=true](http://m.host.madison.com/wsj/lifestyles/faith-and-values/religion/in-the-spirit-gay-man-recalls-kindness-shown-by-salvation/article_d8343c7d-392a-5dc3-96a6-bf078a1017de.html?mobile_touch=true)
- Setting the Record Straight (San Diego Gay & Lesbian News)  
<http://www.sdgln.com/commentary/2013/12/23/setting-record-straight-salvation-army#sthash.vhB39iax.DzJXTeN0.dpbs>



## POSITIVE STORIES TO REFERENCE

🛡️ Photoshop hoax

<http://wafflesatnoon.com/2013/06/12/salvation-army-gay-sign/>

🛡️ Designer David Bromstad and The Salvation Army

<http://miamiherald.typepad.com/gaysouthflorida/2013/10/david-bromstad-salvation-army-trying-to-clean-up-its-act-and-make-amends-toward-lgbt-community.html>

🛡️ Watermark online

[www.watermarkonline.com/2013/10/10/10-10-13-editors-desk/](http://www.watermarkonline.com/2013/10/10/10-10-13-editors-desk/)

🛡️ The Salvation Army Northern Division

<http://salvationarmynorth.org/about-us/what-we-believe/debunking-the-lgbt-discrimination-myth/>





# MEDIA RELATIONS PROTOCOL

## MEDIA RELATIONS PROTOCOL

- ❖ Lt. Colonel Ron Busroe, National Community Relations and Development Secretary, is the primary spokesperson for all national media interviews
- ❖ In addition, there are trained spokespeople in the four Salvation Army territories who will serve as interview sources for inquiries from significant media outlets in their regions

*Central—Lt. Colonel Ralph Bukiewicz*

*Eastern—Major James Betts*

*Southern—Col. Brad Bailey*

*West—Major Cindy Foley*



## MEDIA RELATIONS PROTOCOL

- Territorial spokespeople can train others in the territory on the LGBT issue
- Territories and divisions will work directly with the local officers to manage the response, relying on NHQ for assistance for local media inquiries and responses





# FREQUENTLY ASKED QUESTIONS



## FREQUENTLY ASKED QUESTIONS

### ■ What is The Salvation Army's position on homosexuality?

The Salvation Army does not believe that homosexual orientation is a sin. Regardless of one's orientation, since the mid-nineteenth century, The Salvation Army has been serving our most vulnerable citizens according to its founding mission: "To meet human needs in His name without discrimination." People who come to us for assistance will be served according to their need and our capacity to help – regardless of race, gender, ethnicity or sexual orientation.

### ■ A Salvation Army officer in Australia suggested in a radio interview that the Army's theology calls for gays and lesbians to be put to death. Is this a Salvation Army position?

The Salvation Army emphatically rejects those statements. There is no scriptural support for demeaning or mistreating anyone for any reason, including his or her sexual orientation, and we oppose any discrimination, marginalization or persecution of any person. We stand firmly upon our mission: "To meet human needs in His name without discrimination."



## FREQUENTLY ASKED QUESTIONS

🛡️ What is The Salvation Army's position on gay marriage?

The Salvation Army's traditional Christian belief system acknowledges the Biblical definition of marriage, which is between a man and a woman.

🛡️ Does The Salvation Army have gay officers and employees?

Yes. Our hiring practices are open to all and we do have gay Salvation Army officers.

🛡️ What is The Salvation Army's position on same sex benefits?

We adhere to all employment laws, providing domestic partner benefits accordingly.



## FREQUENTLY ASKED QUESTIONS

### ❖ Does The Salvation Army deny services to the LGBT community?

No. People who come to us for assistance are served according to their need and our capacity to help - regardless of race, gender, ethnicity or sexual orientation.

### ❖ Did the Salvation Army threaten to pull out of New York City?

An inaccurate, almost decade-old story from the New York Post has been recirculating. There is no truth to the story reporting that The Salvation Army may have closed all soup kitchens/programs in New York City - for any reason. The Salvation Army has been serving residents of New York with love and compassion for more than 130 years. There are more than 100 different programs in the greater New York area, including government funded social service programs, residential programs, and activities for children, seniors, men, women, and families. The Salvation Army has served well over 3 million people since 2004 and continues to meet the needs of individuals and families throughout New York City without discrimination. For more information, visit [www.salvationarmyusa.org/nondiscrimination](http://www.salvationarmyusa.org/nondiscrimination)





# MESSAGE STRATEGY

## MESSAGE STRATEGY

- Our job is to translate The Salvation Army's nondiscrimination policy for those we serve and hire for use in the public "chatter-scape" – new, traditional, and social media
- What does "Doing the Most Good" mean?  
*It means that our size, scale, and significance as a provider of social services is unmatched*
- We help 30 million people a year—that's one per second



## BEGIN WITH OUR MISSION

- Our faith-based mission inspires us to accept all who come to us for help
- Meeting human needs without discrimination has been at the core of who we are since our founding in the mid-nineteenth century



## KEY FACTS

- An individual's religion, lifestyle, or sexual identity has no bearing on our willingness to provide service
- The Harbor Light Center in Minneapolis shelters about 550 people per night, estimating 20% of these people are members of the LGBT community
- The Salvation Army was the first social services agency in San Francisco to offer detoxification facilities and care for those infected with HIV/AIDS





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