



WORLD BARISTA CHAMPIONSHIP

WBC Board of Directors External and Internal Communication Policy

External Communications

Only the Chair may speak to the media or public on behalf of the WBC Board of Directors and/or WBC as an organization. If a matter is of extreme urgency and if the Chair is unreachable to comment, the Vice chair may speak on behalf of the WBC Board or the WBC as an organization. All Board Members and WBC Staff should refer the media to the Chair.

If a WBC Board member, Hemisphere Coordinator(s) or staff elects to address the media, barista community, or public, and is not either the Chair or vice-Chair, whether in verbal or written (including electronic media), he or she must clearly state that he or she is not speaking on behalf of the WBC Board or the WBC as an organization.

No disparaging or damaging remarks should be made in verbal or written form by any members of the WBC Board of Directors, Hemisphere Coordinator(s) or staff to any members of the media, barista community or the public regarding any committee members, WBC volunteers, judges or competitors or the WBC as an organization.

The WBC Board of Directors, Hemisphere Coordinator(s), and staff should, at all times, be ambassadors to the barista community and the public at large. Members of The Board of Directors must exercise good judgment in communication with others and realize that their actions and words can have widespread and lasting damage to the Board of Directors and the WBC as an organization.

The WBC Board, Hemisphere Coordinator(s) and staff should operate with the understanding that as a board and organization, functioning in as transparent a manner as possible, it can stand up to intense scrutiny. Constructive criticism is welcomed as the WBC Board and as an organization is striving to constantly improve.

All documents of high importance to potential sponsors, parent organizations, National Bodies, or any critical partnerships will be issued on WBC letterhead.

A summary of the WBC Board meetings will be available to the public via the WBC website upon approval by all Board Members.

The Chairman will issue a written quarterly report on the status of the all aspects of the WBC to the parent organizations of the SCAE and SCAA.

Internal Communication

All verbal and written communication between Board Members, Hemisphere Coordinator(s) and staff shall be open, honest, professional, and confidential unless clearly stated.

All WBC Board Members, Hemisphere Coordinator(s) and staff will treat each other with respect in all interactions. It is acceptable and possible to respectfully “agree to disagree.” Such an outcome should not and cannot stand in the way of progress for the WBC.

No written electronic commentary (email) that is disparaging in nature regarding any active judges, committee members, The WBC Board, or the WBC as an organization will be allowed for the purpose promoting professionalism as well as maintaining organizational integrity.