

## ATTACHMENTS

### SAMPLE GUIDELINES FOR COMMUNICATION AND PUBLIC RELATIONS

#### Outgoing Contact

- The executive director shall review all press releases and other contact with the media and general public to ensure materials are consistent with the mission and policy positions of the agency. *(In programs with a parent agency, this function can be delegated to a director of communications. Please consult your organization.)*
- In the absence of the Executive Director this review will be conducted by designated personnel.
- Under no circumstances shall any staff person or volunteer initiate contact with the media as a representative of the organization without prior review.

#### Contact from the Media

- The executive director will serve as the media spokesperson.
- All inquiries or requests from the media shall immediately be referred to the executive director, communications director, or other designated personnel, who will then determine the best spokesperson to respond to the particular inquiry. There may be circumstances where a board member or staff person with specific expertise may be asked to represent the organization.

**\*\*No staff person or volunteer may respond to a media contact with comments whether written, audio-taped or video-taped without prior approval through the above me**