

Media and Public Relations

Purpose *To outline public communication processes and authorized spokes persons for ASC.*

Policy Statement *All information made public, pertaining to ASC and associated clients, will be handled in a consistent manner that promotes:*

- *Accuracy*
- *Timely, clear and objective information about programs and services*
- *Adherence to confidentiality and legal considerations*
- *Cultural sensitivity, diversity and inclusion*

The Executive Director and/or Board President are designated as authorized spokes persons for Media Releases and Media Inquiries unless otherwise delegated by the Executive Director and/or Board President. All inquiries and releases by, or to, the media regarding ASC shall be referred to the Executive Director and/or President for handling. Personal issues related to a person receiving services shall be referred back to the client (and/or legal guardian when applicable). ASC shall be available to support the client upon request.

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Program Area(s):		R	Feb. 24/05	R/R	Jan 31/08	R	Nov 2/12	
		R/R	Sept 26/13	R/R	Jun 28/18			

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Media Releases and Inquiries

1. Volunteers, employees and Board Members are occasionally approached by the media to respond to inquiries about persons or operations. When this occurs, refer the media to the Executive Director and/or Board President.
2. The Executive Director and/or Board President will respond in a professional manner and will take extreme care to not violate the confidentiality of persons or operational matters.
3. The Executive Director and/or Board President may also politely decline to respond to inquiries, or engage legal counsel if required.

Releasing Information to Media

1. Requests to prepare media releases, articles, publication of events, requires the approval of the Executive Director and/or Board President. Volunteers, employees and Board Members will take requests to the Executive Director and/or Board President for further coordination.
2. Information that may involve names and/or photos of persons receiving services will require the written consent of the client and/or their guardian.
3. Information that may involve employees, volunteers and/or Board Members, will respect their right to privacy, written consent and confidentiality.

Public Relations and Promotional Materials

1. All promotional/marketing materials and communication being produced for public circulation must receive final approval of the Executive Director prior to circulation. This includes but is not limited to, production of brochures, advertising for events and external position postings, information and communication about ASC programs and initiatives.
2. Dependent on the nature of the promotional/marketing materials and communication, approval may also be required at the Board level and will then be noted in Board minutes.
3. Any promotional materials containing pictures or information about ASC clientele, employees or volunteers, must have signed, informed consent indicating that once the materials are released publically, ASC has no further control of the distribution and use.

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Cultural Sensitivity and Diversity

1. ASC celebrates the diversity of persons and cultures in community and all communication will be respectful and promote inclusion.
2. Communication may be provided in multiple formats to accommodate diverse needs.

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