

# PEOPLE'S PLACE

## External Communications Policy

Approved By: Board of Directors  
Review/Revision Date: 02/01/2009

### **I. PURPOSE**

The purpose of this policy is to provide guidelines for all external communications.

### **II. POLICY STATEMENT**

It is the policy of People's Place to accurately communicate with our clients, media, funders, and the community we serve while being ever vigilant of confidentiality issues.

### **III. APPLICATION**

This policy applies to all People's Place staff and volunteers.

### **IV. DEFINITIONS**

Media – TV, radio, internet and written publications.

Funders – Organizations and individuals that purchase services from the agency or provide funding for service delivery and agency operations.

### **V. STANDARDS**

- A. All contact with the print or broadcast media must be approved by the Executive Director or his/her designee. In instances where the media arrives unannounced, the Executive Director must be contacted before the media are granted access to the facility, clients or staff or before any statement is made. The Executive Director may elect to release a written statement in lieu of an interview.
- B. Only authorized persons are to speak with the media concerning agency business.
- C. When speaking with the media, care should be exercised so as to project a professional image and to truthfully communicate the desired message without compromising confidentiality.
- D. When communicating with the media about People's Place issues or non People's Place issues, consideration should always be given to the impact on the agency. Avoid personal opinions, negative statements, and "off-the-record" statements.
- E. No clients should be photographed for publication without having a signed consent to release form on file.

F. No identifying information about clients should be given without having a signed consent to release form on file.

**VI. PROCEDURES**

**Individual Responsible**

**Action**

Employee

1. When contacted by media, notifies Executive Director or designee.

Executive Director or Designee

1. Decides how to handle media request.

**VII. EXHIBITS**

A. Handling Media Calls