Chapter Title	Section #	Subject #	
Human Resources	HR	518.1	
Subject Title	Adopted 1/13/15	Last Revised 11/29/17	Reviewed 8/18/15; 11/29/17; 11/5/18; 12/16/19
Media Relations			

PROCEDURE

Application

This procedure shall apply to all employees of The Right Door for Hope, Recovery and Wellness.

1.0 Media Inquires

1.1 All external media inquiries should be channeled through the Chief Executive Officer (CEO).

2.0 "Official News"

2.1 All "official" news, in the form of news releases, statements, reports, reactions, responses, etc., must be initiated or approved in advance by the CEO.

2.2 No program manager or department head should communicate "official" news or information without first contacting and receiving approval from the CEO.

3.0 Information sent to the media

3.1 Copies of information sent to the media should be provided to the CEO or designee and the CEO's administrative assistant prior to the time information is provided to the media.

3.2 Copies of information will be kept by the CEO's administrative assistant for historical use.

4.0 Dealing with the Media

4.1 The CEO will offer guidance or advise staff on methods for dealing with the media.

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5.0 Staff who contact media

5.1 Staff who contact media pertaining to matters outside of The Right Door for Hope, Recovery and Wellness will use their private contact information and avoid implicit or explicit comments regarding The Right Door for Hope, Recovery and Wellness, its Board, staff, policies or practices.

5.2 Staff who provide the media with a personal opinion on matters outside of The Right Door for Hope, Recovery and Wellness will use their private contact information and will not relate their opinion as connected in any way to The Right Door for Hope, Recovery and Wellness.

6.0 Compliance

6.1 Staff who do not comply with this procedure will be held accountable to agency procedure on compliance and may receive a corrective action plan, or be terminated from their position.

6.2 No personal health information about staff or consumers will be shared with the media under any circumstances.

Kerry L Possehn, Chief Executive Officer	Date		