

# Milan Seniors for Healthy Living Policy

## 16.09.01-11.18      Media Relations

### **Policy Statement**

All engagements with media representatives on behalf of Milan Seniors for Healthy Living are to be coordinated by the Executive Director in order to promote and protect the public image of the organization, build openness and accountability, and respect the media's legitimate and useful role. This policy provides guidance on official media roles within MSHL and on working with traditional and social media outlets. For additional guidance contact the Executive Director.

### **Reason for Policy/Purpose**

This policy defines how MSHL should engage with the media to effectively showcase the organization's strengths and to enable the organization to speak with a single voice on all matters pertaining to its operations and values.

### **Policy/Procedures**

MSHL strives to engage the media in an honest and collaborative manner to build MSHL's image and reputation and disseminate accurate information in a timely manner. To achieve these goals, MSHL limits those who can speak on its behalf.

- The Executive Director should be notified about all media inquiries.
- All MSHL press releases, media notices, media outreach and advisories must be coordinated and approved by the Executive Director or her designee.
- Only the Executive Director, Board Chair, or their designees are authorized to speak or communicate on behalf of MSHL. Other staff or board members shall not represent themselves as speaking on behalf of MSHL unless authorized to do so by the Executive Director.
- A staff member shall not attribute his or her personal views as those of MSHL, unless authorized by the Executive Director to do so.
- The MSHL grants approval on a very limited basis for commercial filming and photography of senior programs. Prior approval from the Executive Director is required.