



## PHOENIX COUNSELING CENTER POLICY AND PROCEDURE

<p><b>Title:</b> Media Relations</p> <p><b>Responsible Department:</b> Leadership Team</p> <p><b>Last Revision:</b> 07/2012</p> <p><b>Board Reviews:</b> 03/18/2015, 01/-6/2016, 02/22/20217, 02/18/2018, 01/24/2019, 08/19/20200, 8/20/2020, 08/25/2021</p>	<p><b>Policy Number:</b> III-C-003</p> <p><b>Effective Date:</b> 07/2012</p> <p><b>Board Chair:</b> <u><i>Heidi Chubb</i></u> <b>Date:</b> <u>08/25/21</u></p> <p><b>CEO:</b> <u><i>KPOL</i></u> <b>Date:</b> <u>8/25/21</u></p>
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**POLICY:**

- A. This policy outlines the coordination of contact between Phoenix Counseling Center (PCC) and the media. This policy and procedures applies to all staff at all times – 24 hours a day, seven days a week. It is designed to ensure that in all dealings with the media, the organization acts in a professional, coordinated manner and that all statements made are accurate and appropriate.
- B. For the purposes of this policy, media contact includes: providing information via media releases or statements, letters to the editor, responding to media enquiries over the phone and via email, interviews or briefings, disclosing information to the media, comments on talkback radio, addressing a seminar or conference where the media are present, and media activities for events, reports, and articles, etc.
- C. Media Relations Strategy
  - 1. All media relations activity shall be undertaken with the recognition that the media play an important role in influencing social attitudes towards and perceptions of mental illness and substance abuse.
  - 2. All media relations activity shall aim to educate and raise awareness about mental illness, substance abuse and improve understanding and acceptance of mental illness and substance abuse in the community.
  - 3. All proactive media contact shall be consistent with the organization’s mission statement.
  - 4. All reactive media responses shall be consistent with the organization’s area of expertise in mental health, substance abuse, and crisis services.
  - 5. Media responses should always be ‘on the record’. They shall be truthful and accurate, and not include speculation, guesswork or personal opinion. They shall not include disparaging comments about other organizations or individuals.

**PROCEDURE:**

- A. Chief Executive Officer (CEO) or Designee

1. The CEO is responsible for approving all external content for media including media releases, media statements and letters to the editor. The CEO shall be the official spokesperson and shall coordinate contact with the media.
2. May designate employees to represent the organization and address media.

B. All Employees

3. Shall not initiate media contact without written approval of CEO. If contacted by media, shall request contact person name, contact details, publication or program deadline, topic, and what is being requested. This shall be documented in writing and promptly submitted to the CEO for action.
4. Shall not provide information to the media as a representative of PCC unless prior approval is obtained from the CEO or Designee.
5. All staff shall report emerging issues of potential media and public sensitivity relating to the organization to the immediate attention of the CEO.