


CHAPTER Administrative	CHAPTER 01	SECTION 001	SUBJECT 25
SECTION Governance/Leadership		DESCRIPTION Public Relations, Press Releases and Publications	
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APPLICATION:

<input checked="" type="checkbox"/> CMH Staff	<input checked="" type="checkbox"/> Board Members	<input type="checkbox"/> Provider Network	<input checked="" type="checkbox"/> Employment Services Providers
<input type="checkbox"/> Employment Services Provider Agencies	<input checked="" type="checkbox"/> Independent Contractors	<input checked="" type="checkbox"/> Students	<input checked="" type="checkbox"/> Interns
<input checked="" type="checkbox"/> Volunteers	<input type="checkbox"/> Persons Served		

POLICY:

To provide consistency in communicating with the media, all media inquiries will be directed to the Chief Executive Officer (CEO) or designee.

PROCEDURES:

- A. The CEO will respond to all requests for information received by the agency from the media (whether phone, email, letters, or visits from reporters or camera crews). In some instances, the CEO may involve program-related individuals in answering the inquiry.
- B. Lapeer County Community Mental Health (LCCMH) staff members will not relate information regarding LCCMH programming, staff, budget, services, etc., to a representative of the media without the CEO's approval.
 - 1. Staff will respond to all media contact by saying: "All media calls are handled by the CEO per LCCMH Policy. I will connect you with that office."

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- C. All agency staff are encouraged to develop press releases announcing and promoting programs for the CEO's review and approval. When approved, the CEO or designee will send copies of the press release to various area newspapers and other media.
- D. Only the CEO or designee may authorize news releases on behalf of LCCMH and its programs.
- E. Whenever persons served are directly involved in a media event, recipient rights and confidentiality/privacy rules will guide all interactions between LCCMH Staff and the media. Signed photo/video release statements are required and must be coordinated through the Recipient Rights Office using Form #13.

REFERENCES:

LCCMH Form #13 Consent to be Videotaped, Photographed or Audiotaped

mgr

This policy supersedes
#01/04001 dated 01/12/2004.
