

Category: Operations

Policy Name: Media Relations

Number and date of approving motion: 2023-07-03 July 25, 2023

President's signature:

A handwritten signature in black ink, appearing to read "Don Furber". The signature is written in a cursive, flowing style.

Binding Purpose:

To increase public awareness of the MHS and help promote causes, issues and events that the Society supports.

To ensure reliable, timely information to print, radio and television media and its consistency with messages on social media

To develop relationships with media persons by providing reliable information while respecting media deadlines

Policy Requirements:

1. Normally the Executive Director, with broader, long term familiarity with MHS positions and objectives, will speak on behalf of the MHS unless the Executive designates someone else.
2. The Executive Director will respond promptly to all factual inquiries from the media either answering where appropriate or referring the inquirer to an appropriate, knowledgeable person.
3. Only the President or a person designated by the President or Executive will initiate media interviews.

Procedure:

1. The Executive Director will notify the President of any general public issues that are repeatedly appearing.
2. News releases: On request, the Executive Director or a person designated by the President or Executive will draft and distribute a news release to announce or promote something beyond the membership, conferring with the President as appropriate. All news releases will include a name for follow up contact.
3. Letters to the editor or op ed pieces: must be signed by the President.

4. Media interviews: will normally be provided by the Executive Director or President or a person designated by the Executive who is knowledgeable about the particular issue.
5. Controversial issues: The Executive Director or President will refer controversial issues or requests for an MHS position to the Executive for approval before responding to them.
6. All media inquiries will receive a prompt response. It is appropriate to decline an interview if the topic is clearly not an MHS matter, or the MHS does not have a position on the issue but never dismiss an interview with “no comment”.
7. The Executive Director will review all media interactions and ensure the social media posts are consistent with them.
8. The Executive Director, in conjunction with the Marketing and Communications Committee, will maintain an up to date list of media contacts and areas of particular interest

Frequency of review: every three years