


<b>MANUAL: BOARD POLICY MANUAL</b>	<b>INDEX I.D.: A.8</b>
<b>SECTION : GENERAL</b>	<b>PAGE NO. 1 OF 2</b>
<b>TITLE: MEDIA RELATIONS</b>	<b>ORIGINAL:</b>
<b>APPROVAL:</b>   <b>BOARD CHAIR</b>	<b>AMENDED: JANUARY 25, 2017</b>

**A.8.1. Policy Statement**

Lumacare, as a leader in family-centric health and social services, may be approached by media to contribute to publications related to Lumacare's expertise. Lumacare will leverage the media to build positive brand identity and awareness in the community.

Lumacare Board Members are duty-bound to protect and promote the public perception of Lumacare and its reputation. The Board Chair has the sole responsibility and authority for managing Board communications with the media.

**A.8.2. Purpose**

This policy provides direction to all Lumacare Board Members related to communicating with the media on behalf of Lumacare.

**A.8.3. Scope**

This policy applies to all Lumacare Board Members, ex officio Board Members, and non-Board members of committees.

**A.8.4. Procedure**

- All media inquiries directed to Board Members will be forwarded to the Board Chair immediately upon receipt.
- If media enquiries relate to operational matters of Lumacare, the Board Chair will forward the enquiry to the Executive Director (ED) of the Agency, to be handled at his/her discretion.
- Lumacare will cooperate with representatives of the news media in legitimate news-gathering activities, being mindful of legal concerns, Board Member, employee, and stakeholder confidentiality.
- Lumacare press releases will be issued at the discretion of the Board Chair or designate, and in accordance with Lumacare's mission statement and vision. Lumacare distributes press materials to all legitimate and relevant consumer and

industry media equally and without prejudice, except in cases in which media exclusivity has been requested or offered, and subsequently granted.

- Other Board Members are to refrain from speaking to members of the media, with respect to any matter, without the prior consent of the Board Chair or designate.
- If a Lumacare Board Member sees mention of Lumacare in the news that the agency would not be aware of, they are to notify the Board Chair or Executive Director.

#### **A.8.5. Glossary of Terms**

**Media:** Any representative of mass communication vehicles including, newspaper, magazine, television, social media such as Facebook, Twitter, Instagram, LinkedIn, and the internet.

#### **A.8.6. Related Policies**

*Board Policy Manual*

- A.1 Code of Conduct
- A.2 Confidentiality

*Lumacare Personnel Policy and Procedure Manual*

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