

<b>CHAPTER</b> Administrative	<b>CHAPTER</b> 01	<b>SECTION</b> 001	<b>SUBJECT</b> 25
<b>SECTION</b> Governance/Leadership		<b>DESCRIPTION</b> 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:**

Lapeer County Community Mental Health (LCCMH) provides consistency in communication with media sources.

**PROCEDURES:**

- A. All requests from the media (whether phone, email, letters, or visits from reporters or camera crews) are directed to the Marketing Coordinator. The Marketing Coordinator works with the Chief Executive Officer (CEO) to develop an appropriate response.
- B. LCCMH staff members do not relate information regarding LCCMH programming, staff, budget, services, etc., to a representative of the media without the CEO's approval.
- C. Staff are encouraged to work with the Marketing Coordinator to develop press releases announcing and promoting programs for the CEO's review and approval. When approved by the CEO or designee, the Marketing Coordinator

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sends copies of press releases and publications to various area newspapers and other media.

D. Whenever persons served are directly involved in a media event, recipient rights and confidentiality/privacy rules 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.

E. Staff follow LCCMH Use of Social Media Policy 07.002.35.

**REFERENCES:**

LCCMH Form #13 Consent to be Videotaped, Photographed or Audiotaped  
LCCMH Policy 07.002.35 Use of Social Media

**DEFINITIONS:**

Publications: The act of printing a book, magazine, etc., and making it available to the public.

Public Relations: (1) The practice of managing and disseminating information from an individual or an organization to the public in order to influence their perception; (2) Set of techniques and strategies related to managing how information about an individual or company is disseminated to the public, and especially the media; (3) The Public Relations Society of America defines public relations as “a strategic communication process that builds mutually beneficial relationships between organizations and their publics”.

Press Release: Official statement that gives information to newspapers, magazines, television news programs, and radio stations.

News Release: Short informational statement that can be provided in written or verbal form. A news release is also commonly known as a press release. News releases can be provided by businesses, governments, or other organizations, and news releases are important for forming the public about events or products related to the organization.

EM:rb

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