

POLICY

Contact with the News Media

REVISION DATE: 5/31/07

EFFECTIVE DATE: 5/15/04

REVISIONS

REVISION DATE	PAGE	DESCRIPTION	EFFECTIVE DATE
NEW	ALL		5/15/04

.1.1 PURPOSE

To provide uniform guidelines for contact with the News Media on behalf of Pioneer Human Services.

.1.2 SCOPE

This policy applies to all units and employees of Pioneer Human Services.

.1.3 POLICY

It is the policy of Pioneer Human Services to communicate with the news media in an open, accurate and professional manner.

.1.4 GENERAL GUIDELINES

- A.** The Senior Management Associate shall serve as the Public Information Officer for Pioneer Human Services. All communications with the news media will be conducted or coordinated by the Public Information Officer, unless otherwise approved in advance by the President, or the President’s designee.
- B.** Pioneer generally engages in two types of news media contact,
 - (1) proactive efforts to “tell the Pioneer story,” and
 - (2) releases/responses to incidents involving PHS facilities, current and former employees and current or former clients. In order that these contacts be conducted in a manner that appropriately represents PHS and its mission, that ensures inappropriate information is not released, and that is responsive to news media requests, it is important that communications with the news media be effectively managed.

1. Relationships with the News Media

It is the goal of Pioneer Human Services to proactively establish positive relationships with the news media. Toward this end, the Public Information Officer will reach out to media representatives on a regular basis, to familiarize them with the “Pioneer story.”

2. Reporting Information to the News Media

News releases will be prepared and transmitted to the news media when a positive newsworthy event occurs, such as a new contract, or an award or recognition for PHS or one of its employees.

News releases will also be prepared and transmitted to the news media when a significant incident occurs. Significant incidents include but are not limited to: death of a client; fire at a facility; high profile escape (abscond); a felony committed by a client; and incidents involving a high profile resident/client.

3. Protecting Certain Information

Unless specifically authorized by the President, Pioneer will not release information to the news media that would potentially compromise a criminal or administrative investigation, would violate the privacy rights of an employee or resident/client, would disclose proprietary commercial information, or is otherwise deemed inappropriate for release under the circumstances.

.1.5 RESPONSIBILITY

The President and designated Public Information Officer are responsible for the development, review and implementation of this policy. The Public Information Officer shall develop a written News Media Communication Plan and shall conduct training on the plan for affected staff.

.1.6 REFERENCES

- See Investigating and Reporting Major Incidents, PRO-.1.
- See Injury and Illness Reporting, POL/PRO-.2.

.1.7 ASSOCIATED DOCUMENTS

- Supervisor's Injury Report AD 26B
- Employee Warning Notice