

POLICY AND PROCEDURE

REACH for Tomorrow

POLICY: RHR-518

TITLE: **Media Relations**

EFFECTIVE DATE: 12/8/24

AUTHORIZED BY: Board of Trustees

This policy establishes the lines of responsibility for, and the standard of REACH for Tomorrow, marketing and communications efforts. This policy applies to all employees and contractors of R.E.A.C.H for Tomorrow.

1.0 Intent

Effective communications are central to the success of any enterprise, and R.E.A.C.H for Tomorrow is no exception. Whether it is through paid advertising, media relations, brochures and other printed publications, promotional videos, TV commercials, Web pages, direct mail or other means, the consistent application of strategies to promote and protect R.E.A.C.H for Tomorrow brand is of vital importance. For R.E.A.C.H for Tomorrow to properly communicate with a consistent voice, it is essential that the marketing and communications activities of R.E.A.C.H for Tomorrow be coordinated through one central area, the Chief Executive Officer (CEO).

2.0 Policy

2.1 It is the policy of R.E.A.C.H for Tomorrow that the overall development and application of marketing and communications strategies throughout the agency rest primarily with the CEO or designee. The CEO or designee is charged with oversight for the development of marketing and communications strategies, and for coordinating the external communications activities of R.E.A.C.H for Tomorrow. Hiring of marketing consultants, marketing research firms, social media consultants, advertising agencies, graphic design firms or Web design firms may occur with prior approval of the CEO.

2.2 All external media communications activities of R.E.A.C.H for Tomorrow will be coordinated through, and approved by, the CEO or QI Director. These institutional activities include, but are not limited to:

2.2.1 Publications (including print and electronic "e-publications");

2.2.2 Logos and unit identity;

2.2.3 Advertising (The term advertising includes traditional media channels-TV, radio, billboard, magazine, newspaper, etc.) as well as marketing communications that utilize new media channels, including websites, email solicitations, product placement and other activities involved in marketing R.E.A.C.H for Tomorrow;

2.2.4 General media relations (distribution of press releases, development of external newswires, faculty expert databases and all

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other activities related to media relations);

2.2.5 Promotional videos;

2.2.6 R.E.A.C.H for Tomorrow Web pages;

2.2.7 Emergency communications;

2.2.8 Market research; and

2.2.9 Institutional social media.

References

CARF Standards, Section 1.G. Risk Management