

## Press Release

### Purpose

To document and outline the process for developing and approving CHS-DSA press releases, and securing and approving supporting quotes from CHS-DSA for press releases, position statements, and publicity efforts by third parties such as DSA Members, other DSA Chapters, allied organizations, and the National DSA. **All internal press releases and third-party publicity requests must follow this protocol.**

### Background

*Press releases* typically require a quick turn-around and are publicly visible for a limited period of time. *Third-party publicity requests* are typically requests for support for items that may remain publicly visible for a significant period of time. This policy seeks to provide an expedient process that facilitates message control, while also including the broadest possible participation from Members.

#### 1. Internal Press Releases

Press Release opportunities include, but are not limited to:

- CHS-DSA candidate and issue endorsements
- CHS-DSA direct actions
- CHS-DSA committee work
- Coalition statements that CHS-DSA is a co-signer of
- Public events attended by CHS-DSA Members in support of our mission
- Political action taken by individual CHS-DSA Members in support of our mission
- Awards, honors, publications or other achievements by individual CHS-DSA Members that enhance our public image
- Newsworthy items on which CHS-DSA may wish to provide a position statement

Internal CHS-DSA press releases may be suggested, developed and/or written by any CHS-DSA Member, CHS-DSA Committee, or ad hoc Committee commissioned for that purpose.

Press releases must be submitted to the CHS-DSA Steering Committee for review and alignment with CHS-DSA current goals. Press releases must be approved by at least two members of the Executive Committee before distribution. All requests for press releases will be considered confidential. Draft press releases may be submitted for development/approval by emailing it to the chapter via [info@charlestonsda.org](mailto:info@charlestonsda.org).

Once a subject and desired distribution date is determined, the press release approval process is as follows:

1. A members, committee, or ad hoc committee submits a draft to the chapter for approval by emailing it to [info@charlestonsda.org](mailto:info@charlestonsda.org)
2. The Communication Secretary reviews the press release and sends it to the Steering Committee for review

3. The Steering Committee reviews the press release, and, depending on the complexity of the issue and the timeliness of the topic: a) fast tracks the release, or b) brings it to the general membership for discussion
4. The Steering Committee incorporates any feedback and/or changes, and sends it back to the Communication Secretary
5. The Communication Secretary reviews, finalizes and distributes the revised press release or designates a committee or member to do so.

## **2. Third-Party Publicity Requests**

Requests for supporting quotes from CHS-DSA for press releases and publicity efforts by third parties must outline a specific press release or public relations/publicity activity for which a supporting CHS-DSA quotation is desired. Requests should be directed to the CHS-DSA Executive Committee at [info@charlestonsda.org](mailto:info@charlestonsda.org)

All requests must contain a draft of the press release or other materials, the suggested quote (if applicable), and the expected announcement or completion date.

Once received, the process for obtain CHS-DSA approval for supporting press release quotes is as follows

1. Third-party submits suggested quote and draft press release and may recommend a CHS-DSA Officer or Member to serve as a spokesperson to whom the quote will be attributed.
2. If no quote or spokesperson is recommended, the CHS-DSA Executive Committee may assign a spokesperson. The spokesperson cannot be from a third party. Otherwise, all CHS-DSA members are considered qualified spokespeople.
3. CHS-DSA Executive Committee submits the recommendation to the CHS-DSA Steering Committee and a spokesperson for approval, along with the full press release and/or supporting documentation for context.
4. CHS-DSA Steering Committee reviews the recommendation, incorporates any changes or feedback and sends it back to the CHS-DSA Executive Committee.
5. CHS-DSA Executive Committee reviews, finalizes and returns approved quote to third party.