

Anthem Community Council, Inc.
Board of Directors
Media Relations Policy

Introduction:

The purpose of this policy is to define roles within the Council for working with the media. It is not the intention of this policy to curb freedom of speech or to enforce strict rules and regulations. Rather, the intention is to establish a framework for achieving an effective working relationship with the media.

The Council is accountable to the local community for its actions and this can only be achieved through effective two-way communications. The media – print, radio, TV, Internet – are crucially important in conveying information to the community so the Council must maintain positive, constructive media relations and work with them to increase public awareness of the services provided by the Council and to explain the reasons for particular policies and priorities.

Goals:

The key goals of the media policy are to work with the media to:

- Build a relationship of trust and mutual understanding that will benefit all parties;
- Explain the Council's policies and services to the community;
- Communicate important public information messages;
- Enhance the reputation of the Council using the Council's mission and vision as the cornerstone;
- Serve as a vehicle for collecting public input.

Policy:

Inquiries from the news media should be given a high priority and should be responded to as quickly and efficiently as possible. All information released to the media should be accurate and every effort should be made to meet media deadlines. Because the media often works on tight deadlines, it is important to respond as soon as possible when the Community Executive Officer or Communications Director request information or a spokesperson for the media. Specific guidelines are as follows.

1. Unless otherwise authorized, official Council spokespersons are:
 - President of the Board of Directors
 - Community Executive Officer, Community Operations Officer, and Controller
 - Communications Director
 - Exceptions regarding spokespersons may be made at the discretion of the Board President and/or Community Executive Officer
2. Media inquiries should be directed to the Community Executive Officer or Communications Director who will discuss the nature of the article and then contact the appropriate Council member to coordinate a response or an interview.

3. Proposals for feature articles or more lengthy broadcast interviews should be forwarded to the Communications Director.
4. The media are encouraged to attend Council meetings. Council members may be available following Council meetings for comment and interview.
5. Council requests that any person or media wanting to film or tape Council meetings must provide prior notice to the President, Community Executive Officer, and/or Communications Director.
6. Chairpersons and members of Council Committees should direct media inquiries that pertain to ACC official business to the Communications Director and/or Communications Specialist. Statements to the media must be coordinated with and approved by the Community Executive Officer or Communications Director.
7. Communications by any party are to be as expeditious and clear as possible; a timely response window (e.g. 48 hours, unless otherwise coordinated as appropriate) will be maintained as a reasonable standard and expectation.
8. The Anthem Community Council is committed to communicate with clarity and transparency regarding the issues and events taking place within Anthem.
9. We are committed to communicating proactively with clearly documented "Press Releases/Media Alerts/Calendar Alerts" regarding Council information, well before they take place with factual information. Communication staff will release information on the community Website OnlineAtAnthem.com and written "Press Releases/Media Alerts/Calendar Alerts" to the various media to prevent misquotes, misinformation and misunderstandings which can cause misrepresentation of the facts or the issue at hand due to media manipulation to create controversy or undue excitement.
10. All members of the media will be treated equally and will be responded to in a professional manner.
11. Any matters pertaining to an Anthem HOA must be directed to the appropriate Board President/Community Manager.
12. In the event of a crisis or emergency situation, the Communications Director will handle all contacts with the media, and will coordinate the information flow through the Community Executive Officer from the Anthem Community Council to the public. In such situations, all calls from the media should be referred to the Communications Department.
13. If Council members choose to partake in any communications including weblogs, the below guidelines are to be followed:
 - a. Make it clear to the readers that the views you express are yours alone and that they do not reflect the views of the Anthem Community Council.

- b. Avoid disclosing any information that is confidential or proprietary to the organization or to any third party that has disclosed information to the organization.
- c. Be respectful of the organization, its employees, its affiliates, and others.
- d. If you have any questions about what is appropriate to include in a weblog, please contact the Community Executive Officer or Communications Director.

**A separate media policy has been established for Anthem Community Council employees.*

If you have any questions regarding the media policy, please send them to the Communications Director at knorthcutt@anthemcouncil.com.