

Policy Title:

PUBLIC RELATIONS

Intent of Policy:

To provide direction for raising the public and media profile of SVDP and for promoting SVDP purpose, programs and activities with the general public.

Policy:

SVDP develops and participates in public relations activities to increase public awareness of the value of SVDP programs and services; to increase community support and involvement in SVDP activities; and to promote a positive image of people with disabilities and the value of including individuals in community.

Procedure:

1. The Advocacy Committee is responsible for planned public relations and advocacy events, including Community Living Day.
2. The Board and Executive Director represent SVDP at community events and support the inclusion of individuals served and their families in such events.
3. The Board may use public relations activities to advocate for resources to support the needs of individuals and families and the work of SVDP.
4. The President of the Board is the designated spokesperson for the Board. The Executive Director may be asked to address SVDP operational issues. See attached guidelines for media interviews.
5. Public statements made on behalf of SVDP are congruent with SVDP mission, values and vision and within general parameters set by the Board. Board members take care to distinguish between Board positions and personal or professional opinions.

References:

- ❖ Advocacy Committee Policy and Terms of Reference (Section 3)
- ❖ How to Succeed in a Media Interview (Section 8)
- ❖ SVDP Operational Policy – Media relations (Section 8)

Audit:

- ❖ Executive Director Report
- ❖ Advocacy Committee Report

Passed by Board:
September 18, 2006