



Media Relations Policies for Volunteers

- Policy I:** Client confidentiality shall be maintained at all times.
- Policy II:** The executive director has been designated by the Board of Directors as the only official spokesperson for Hands On Hartford.
- Policy III:** Any incident of potential media interest affecting the agency, its programs or program participants is to be reported to agency personnel immediately.

Media Relations Procedures/Guidelines for Volunteers

Confidentiality

Client confidentiality shall be maintained at all times and is to be honored whenever dealing with media. A Hands On Hartford volunteer is not to disclose a program participant's name or make public the services rendered to specific program participants.

Feature stories

Relationships between Hands On Hartford and the media will, in most often, focus on informational stories about our programs, staff, volunteers and/or clients; e.g., articles about children's art projects, volunteer activities and projects, summer camp programs, etc. Volunteers are encouraged to be part of or help to arrange for articles that feature the work of Hands On Hartford. Volunteers are asked to collaborate and/or consult with their designated staff contact person before and after participating in a story of general interest.

Controversial news

The executive director has been designated by the Board of Directors as the only official spokesperson for Hands On Hartford unless the executive director designates another staff member or volunteer to speak on his behalf.

If asked by a reporter to comment on an issue of controversy, volunteers must make it clear that they are speaking as private citizens and not as agents of Hands On Hartford. It is not the intent of Hands On Hartford to limit or prohibit a volunteer from commenting or expressing opinions on any issue. However, a volunteer's opinion is not to be misconstrued by readers/viewers as the opinion of Hands On Hartford or its collective Board.

Op eds (editorials that are submitted to newspapers that appear opposite the Opinion Page) written by volunteers are to be reviewed and approved by the director of communications and development and the executive director prior to submission if the writer wishes to be identified as a volunteer of the agency.