



## TFG Organizational Media Policy

The Fostered Gift requires all board members, directors, corporate staff, advisory council members, committee members, and volunteers to be familiar with The Fostered Gift's media policy. Such policy exists to promote development of positive and consistent messages on behalf of the organization and its mission, especially within urgent or emergency situations, in order to maintain quality communication with our community, our supporters, and local media. TFG encourages all representatives of the organization to:

- Refer all media inquiries to the Community Relations Director. Any board member, director, corporate staff, advisory council member, committee member, or volunteer who is contacted by the media may take their contact information and the nature of the story and refer it to the Community Relations director or a designee identified by the Community Relations director.
- Remain cognizant of the fact that they should always ensure that their actions and public statements do not put personal interests above the best interests of the organization.
- Be familiar with all photo release policies, opt out policies, and forms, as well as know how and when to complete them.
- Guard against any public release that may breach the confidentiality of the children we serve.
- Have all press releases, organizational social media posts, or other promotional materials approved by the Community Relations director or his or her designee prior to distribution.
- Refer to the pre-prepared community relations document that includes the mission statement, talking points, tag lines, and community relations guidelines developed for the organization when speaking at a community event or making organizational introductions.
- Report any controversial situations, statements, or allegations of wrongdoing to the Community Relations Director or designee immediately upon discovery. In the event of a complaint investigation, the policy on complaints shall be followed.
- Follow all TFG Board recommendations, Bylaws, and policies when communicating with the public on behalf of the organization.