



Board Approved - October 19, 2014

ASHI Media and Public Relations Policy

Overview

In order to maintain a professional and trusted relationship with the media, information coming from ASHI must be accurate, timely, complete and in harmony with the official position of the organization. In the interest of orderly, consistent management of the information released to the media, and to protect the interests of the organization and its members, the following guidelines have been established:

Dealing with the Media

The ASHI Executive Committee and the Executive Director are the only individuals who may speak on behalf of the organization, unless approved by the ASHI Executive Committee.

Positive Contributions

Board members who speak to the media are expected to discuss the organization in a positive light or not to comment. Board members who wish to respond to an issue raised by the media are asked to coordinate their response with the ASHI Executive Committee.

Confidentiality

Board policy matters, strategic plans, and ongoing negotiations are considered confidential unless approved for discussion by the ASHI Executive Committee. It is of utmost importance to maintain trust in the integrity and confidentiality of all discussions.

Times of Crisis

If a member of the media contacts you during a crisis, refer the caller to ASHI Headquarters. They will contact the ASHI Executive Committee to coordinate a response on behalf of the organization.

Social Media

Social media has changed the way individuals and companies communicate, offering new ways to engage with customers, colleagues, and the world at large. It's a way for board members to take part in global conversations related to ASHI and our field. Board members on social media sites are expected to discuss ASHI positively or refrain from commenting. At this time, ASHI maintains the following social media sites: LinkedIn, Twitter and Facebook.

Media Access to ASHI Events

The media is welcome to attend ASHI events with proper identification. They must complete a registration form and receive a badge at the registration counter in order to enter the meeting rooms.

FOIA

The Freedom of Information Act (FOIA) is a law that gives you the right to access information from the federal government. If ASHI receives a FOIA request, this request will be given to ASHI's Executive Committee and legal guidance will be sought.