

**STATEMENTS TO THE MEDIA****SECTION 5.17****Effective Date: October 15, 2015****Approved By: Governing Board** 

All statements to the media must be approved in writing by the Executive Director prior to distribution. Media releases should be used to promote specific projects and initiatives, assist with the relay of accurate and up-to-date information to the public, congratulate/commend individuals or other organizations, and defend unwarranted criticism. Staff is encouraged at all times to be proactive, as opposed to reactive, in their use of the media. Media releases can be developed and released in conjunction with other groups/agencies but should be approved by a representative of both agencies.