



# Media Relations Policy Policy SQOM

## Introduction

The Courageous Steps Project, INC., board of directors understands that media plays a major role in the project's fundraising, projects, and campaigns. In order to serve even more communities, it is important for The Courageous Steps Project, INC., that media inquiries are in relation to our company and be handled in accordance with the following policy:

## Inquires with Media Relations

- 1.) All inquiries should be referred to the CEO, who will be the spokesperson for the project. The CEO will then make the judgement call if that needs to be talked over by the board of directors.
- 2.) As the Company's chief executive officer, I will respond directly or designate another party to serve as a spokesperson.
- 3.) The Spokesperson also will direct the process by which a response is determined or position taken.
- 4.) If the Spokesperson is not available, inquiries should be referred to the board of directors, or any other upper management level staff member.
- 5.) *The Courageous Steps Project, INC.* encourages the use of media and associated services because they can make communication more efficient and effective and because they are valuable sources of information about vendors, technology, new products, etc.
- 6.) It is important to maintain a proper spirit and tone to your communications with the media, as media is a very important part of communicating to our potential new donors.

Approved Signature of Executive Director: \_\_\_\_\_

Updated on December 15th, 2016