

## Administrative Policy

- 1 OPTIONS may on occasion either contact the media or the media may contact OPTIONS regarding an event or incident.
  - 1.1 Media is defined as any public access information conduit. Examples include: television, radio, internet or social networks.
- 2 If OPTIONS is represented by the media in anyway, the following procedure is to be followed at all times:
  - 2.1 The CEO/administrative designee must be notified of media contact and the purpose of it. This includes if the media contacts an OPTIONS employee for any reason. It is expected that the employee gain approval to talk to the media persons **BEFORE** talking to the person, understanding that some media people can be very persuasive.
  - 2.2 Postings of information about OPTIONS' operations, information on persons served or information on OPTIONS employees, on social media or any other internet application, must be approved by the CEO.
  - 2.3 Confidential information will not be released at any time. If a particular person served or employee is discussed, then a release of information must be obtained before mention of the person's name or any other pertinent information is released. A release of information must be executed **BEFORE** any pictures or video are posted or aired.
  - 2.4 Any person who is interacting with the media is expected to present themselves in a professional manner both in attire and in use of language. Each person is asked to represent OPTIONS in a positive manner.

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