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## **Montana Shares Communications Policy**

### **Media Relations**

To ensure the quality and consistency of information disseminated to media sources, the following policy shall be enforced:

- Only the Executive Director, Council President, or their designated representative, are authorized to release information to the media and to the public. All other staff, council, committee members and volunteers should be professional and helpful to the media by connecting them with the Executive Director, Council President, or their designated representative, but will neither speak to the media, nor provide any information.
- All press releases or other promotional materials are to be approved by the Executive Director prior to dissemination.

### **Crisis Communication**

Montana Shares is committed to taking a preemptive approach to public relations crises, using disclosure whenever possible as the preferred strategy for preventing or minimizing public relations crises.

- As per the Communications Policy, only the Executive Director, Council President, or their designated representative, are authorized to speak to the news media in a crisis.
- The Executive Director will be responsible for developing a crisis communication strategy if the need arises.
- The Executive Director will maintain regular contact with the Council and staff, advising them both when internal issues or developments appear likely to lead to public relations problems.

### **Communication Between Council and Staff**

When communication channels are not clearly defined and understood by all parties the resulting confusion can, and often does, lead to challenges to the organization. To lessen the chance that this situation will occur, the following are policies outlining communication channels between staff, volunteers, and council members.

- Formal channels of communication between the staff and council include written minutes of meetings and the Executive Director's regular reports to the Council.
- Only the Executive Director or a delegated person shall make directives to staff.
- Any complaints shall be expressed only through the Executive Director.
- Staff members, other than the Executive Director, must not deal with Council members on sensitive matters (except as defined in the grievance procedures) without permission from the Executive Director.

History:

Approved by Council 1/25/10  
policies/communication policy