

TITLE: PUBLIC RELATIONS

PURPOSE: To establish a Public Relations policy by which the Center will develop a public relations plan that will establish a positive public image and goodwill with the community and its stakeholders and a better understanding of mental illness, mental retardation, and chemical dependency. This is a revised policy and supersedes the Board policy 3.06 dated July 18, 2002.

[Key Words: Public Relations, Communications]

POLICY STATEMENT:

The Center, through its Public Relations Office, shall develop and implement a Public Relations Plan to ensure that the Center's public image and reputation are viewed in a credible and positive light through better understanding and goodwill between the Center and the public.

POLICY ELABORATION:

I. PLAN MAINTENANCE

- A. The plan will be reviewed and updated, by the Management Staff and submitted through the Board Planning and Policy Committee for approval by the Board of Trustees as needed, but at least on an annual basis.
- B. The Office of Public Relations will coordinate with all Center departments regarding activities and programs of a public relations nature.

- C. The Office of Public Relations will enlist the support of the general public.

II. PLAN FUNCTIONS

- A. To educate the general public about the Center's programs and activities and those of its Network providers.
- B. To encourage the community's support and goodwill through sponsorship of special projects and events.
- C. To engage all mediums of communication to deliver the message of the Center's mission

III. REPORTS TO THE BOARD OF TRUSTEES

The Public Relations Department will present the Public Relations Plan to the Board Planning and Policy Committee for submission to the Board of Trustees as needed, but at least on an annual basis.

REFERENCES/BIBLIOGRAPHY: None

OFFICES OF PRIMARY RESPONSIBILITY: Director of Public Relations