

**Cottonwood, Inc.  
Policies and Procedures**

**SECTION:** Administrative

**POLICY NO:** 04-029

**SUBJECT:** Public Information & Media Relations

**EFFECTIVE DATE:** January 1984

**Policy:**

Any information for release through public media must be approved by the Director of Community Relations/Development and/or the CEO.

**Procedures:**

1. The CEO and the Director of Community Relations/Development are the authorized spokespersons for all media inquiries and special events. No employee or volunteer is authorized to issue a media release or other information (verbal or written) to the news media or general public concerning Cottonwood, Inc. without their express approval.
2. All requests for information from news media shall be referred to the Director of Community Relations/Development and/or CEO.
3. Radio, videotape or newspaper interviews of any consumer or staff person and the taking of photographs of anyone or anything by representatives of the news media will not be permitted without prior approval of the Community Relations department. A representative of the Community Relations department must be present during the interview or photographing session unless prior approval is given.
4. Consumers may not be interviewed or photographed by the news media or for use on Internet Web pages without their written permission or that of their guardian, which must be delivered to the Director of Community Relations/Development prior to the interview/photo session. An annual release must be obtained and retained on file.
5. Cottonwood, Inc. markets and promotes its services and capacities via brochures, newsletters, annual reports, social media and media releases.