

Policy Type:	Policy Number and Name:	
Executive Limitations	EL20: PUBLIC RELATIONS	
Monitoring Date:	Monitoring Type and Frequency:	
Aug	Internal	1 / year
Acceptance Date:	Date to Review Policy:	Review Date:
18 Oct 2022	Annually at Board Orientation	

MSU is part of a larger, external public to which it relates. The Executive Director shall not endanger MSU’s public image, credibility, or its ability to accomplish the Ends.

Accordingly, the Executive Director shall not fail to:

1. Establish an effective corporate communications and public relations strategy and policies that include but are not limited to use of the MSU logo, corporate letterhead and corporate colors in documents.
2. Ensure that public use of signage or banners containing MSU's identity, branding and/or logo, or the public expression of views on important issues affecting Owners and Members on behalf of MSU, are only expressed to the public where appropriate and are within the mission and mandate of MSU as outlined in applicable legislation, MSU’s Constitution & Bylaws, current Ends policies and Board position statements.
3. Notify the Board of pending media interviews/coverage.
4. Present information that is consistent with Board policy.
5. Provide opportunities and support for the President to speak at appropriate times and public events.
6. Make information regarding Board decisions available and easily accessible to the Owners in keeping with the principles of privacy and confidentiality.
7. Disallow advertising from any organization whose principles and products are inconsistent with the Ends of the Board, whose product is known to be hazardous to health or to the environment; who are under investigation for health, environmental or other violations; or whose health product claims are unsubstantiated.