

[Updated February 2021]

Communications and Public Relations

Purpose

To ensure the accuracy of public information disseminated by PEEC, and to give guidance about who should be communicating what kind of information about PEEC.

Applicability

This policy applies to all PEEC personnel (employees, contractors, volunteers, and board members). In a crisis, refer to the crisis communication policy.

Policy

The Executive Director and the President of the Board of Directors are the official spokespersons for PEEC on matters of policy and position.

PEEC employees should be aware that as a 501(c)(3) organization PEEC may not act in any way that appears to endorse any candidate for political office and may not encourage voters or legislators to vote any one way on legislation that is currently being considered. PEEC may not spend more than 15% of its budget on any action that could be considered advocacy without registering as lobbyists with the state. We can provide information on any topic, but we cannot encourage people to vote one way or the other or to speak to their legislators about voting one way or the other. If you have questions about how to apply this to your current work, please consult with the executive director before taking action.

Business information that is not already in the public domain should not be released to the public without the consent of the Executive Director.

Publications or information that indicate PEEC's sponsorship must be approved by the Executive Director. No personnel may give any person, company, or agency a testimonial in which PEEC's name is mentioned recommending a product or service without permission from the Executive Director and approval by the Board of Directors.

PEEC personnel must comply with copyright and trademark laws.

Program presenters are solely responsible for the content of their presentations and do not represent PEEC on an official basis.

Any public relations issue that could be damaging to PEEC's reputation should be brought to the attention of the Executive Director, who will determine the appropriate response.