



HEALTHIER WORKPLACES | A HEALTHIER WORLD

Public Relations Policy

Approved December 1990; Revised June 2017

It is policy that:

AIHA has a public relations program balanced between a grassroots, community outreach program and a strong media presence with the trade press and general media. If a member, committee or board member is approached by the media to speak on behalf of AIHA on a particular topic, he/she must alert AIHA staff immediately.

When a member, committee or board member, or staff person is asked to speak on behalf of AIHA, he/she must conform to the AIHA policy for that issue. If there is no clear policy on the issue, the speaker should contact a member of the AIHA staff, Executive Committee, board coordinator for their local section or committee for guidance.

- When a member, committee or board member speaks on behalf of AIHA, he/she must attribute his/her volunteer affiliation with AIHA to the press, not just his/her job title or place of business.
- If a speaker's position on an issue differs from the AIHA position, the speaker must make it clear that he or she does not represent AIHA on this particular point.
- AIHA committees and local sections will work with the AIHA public relations staff in developing and promoting the public relations program.
- Press releases that cover technical matters or position statements shall be reviewed by the appropriate board coordinator, the Executive Committee and the committee chair. If there is a difference of opinion, the board coordinator serves as the arbitrator between the executive committee and the committee.
- Media inquiries shall be directed to the AIHA Public Relations department so that the staff can determine the best persons or committees to handle the call and also follow up if necessary on additional issues related to the call.



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Addendum

Press Release Procedure

- 1) Press release requested by subject matter expert (SME) to marketing director who assesses the information, and if it is newsworthy*, assigns it to marketing specialist.
- 2) Press release generated by marketing specialist is first posted to www.aiha.org; then, send email to staff on site, Board of Directors, and blast emailed to our industry publications media list (i.e. OH&S mag, ISHN, etc.) via Exact Target (soon to be Real Magnet) with a link to the press release in the body of the email.
- 3) Social media posts are generated by marketing assistant in charge of social media across all channels simultaneous with the press release going out to our media list.
- 4) Short article generated in the immediate next issue of the Synergist Weekly e-newsletter, time permitting, (otherwise, a short article will run in the following issue) by the Synergist team pointing readers to the place the press release is posted on the website.

OPTIONAL: Depending on the news topic, the marketing director will work with SME and then assign to digital manager that a dedicated email be sent to members and others as necessary.

***NOTE:** Oftentimes, important information is not newsworthy enough to release in a press release. If, after discussion with the SME, the director of marketing does not assign a press release to be drafted, the information will be sent to the Synergist team as well as to the marketing assistant in charge of social media to consider adding to the e-newsletter and/or to social channels.