

**Cottonwood, Incorporated
Policies and Procedures**

SECTION: Governing Board

POLICY NO: 01-007

SUBJECT: Crisis Communication/Unexpected Events

PAGE(S): 1 of 1

EFFECTIVE DATE: February 2016

Policy:

Cottonwood's best interest is served when information sought by the media is shared timely, accurately, comprehensively, authoritatively and relevant to the facts at hand. Adherence to this policy is intended to facilitate the timely dissemination of accurate information. As such, all media inquiries that pertain to a crisis or unexpected potentially damaging event will be directed to the Community Relations/Development Director and/or the CEO. In the event that the above designated individuals are not available or are not suitable by circumstance, the media will be directed to the Board President only. Unexpected events include natural disasters, thefts or arrests, serious accidents or injuries, and all crises of reputation.

Procedures:

1. In the event that a Cottonwood, Inc. Board Trustee or Foundation Board Trustee is contacted by the media he/she is to first direct the media to the CEO or Community Relations/Development Director. If the media persists in their desire to speak with a member of either board, the contacted member is to refer the media to the Cottonwood, Inc. Board President. Please do not use language such as "I am not allowed to speak to the press". Instead, offer that "Cottonwood's policy is to refer all media inquiries to the CEO or Community Relations Director or to the Board President".
2. Board members are then to alert the staff or Board President that there has been an inquiry.
3. No board member should initiate or respond to a social media post with regard to crises.