

MUSEUM POLICY ON MEDIA RELATIONSHIPS

In order to carry out its mission in the community, it is essential that the Museum carefully and consistently manage its "public face" as it develops through the media. This includes all print, electronic, and digital media. It encompasses so-called "hard news," feature stories, calendar information, announcements, and all forms of advertising for all aspects of the Museum, its activities, and its history.

Supporting this effort requires all media contacts be managed and coordinated by the Museum's Public Affairs/Publications staff. All media contacts, inquiries, and opportunities must be reported to the Museum's Director of Public Affairs and Publications who will be the Museum's official contact person. No staff member or volunteer may initiate any media contact regarding the Museum without approval of the Director of Public Affairs and Publications.

The Director of Public Affairs and Publications—or the Museum Director if the Director of Public Affairs is unavailable—should be informed whenever a member of the media is in the Museum, regardless of whether the visit is on a weekday or weekend.

The Director of Public Affairs and Publications implements the Museum's media policy at the direction of the Museum Director with the concurrence of the President of the Board of Trustees and within the general policies and directions established by the board.

Exceptions to any of the above policies may be made only by the Museum's Director or the President of the Charles Hosmer Morse Foundation.

Approved by the Board of Trustees
1 November, 1996
Revised 4 November, 2013