

OOUF Public Relations Policy

Purpose: This Public Relations policy exists so that each committee or team working with the public will have clear practices in routine advertising and publicity functions. We want to avoid re-inventing processes, to reduce liability issues for this organization, and to simplify the process. All such activities must fall within the direction of OOUF's mission.

Potential Public Relations Opportunities, including, but not limited to:

Electronic material such as internet and email;

Printed material such as flyers and brochures;

Social media such as Facebook;

Advertisements such as performance and sports programs and newspapers;

Press releases such as radio, newspaper, and Central East Region;

Television;

Signage such as permanent signs and semi-permanent banners;

Verbal interactions or "word of mouth."

Guidelines: Criteria for Materials:

Follow the mission and seven principles;

Be simple with few words;

Be clear about OOUF, date, time, place and include a short summary of the event;

Give correct and consistent information in readable form throughout documents;

Use official logo;

Ensure that no part could be viewed as offensive or invading the domain of another organization;

Ensure that OOUF is not endorsing candidates or political issues without a congregational vote. (NOTE: Any OOUF committee or team can vote to support an issue, but any statement of such must clearly indicate the committee's stance as not that of OOUF.)

1. The Public Relations team or Social Media Coordinator must approve any materials presented to the public. No major documents may be disseminated without such permission.

OUUF Public Relations Policy (*Continued*)

2. An individual or promotional group should provide a creative and clear document to the Public Relations team within at least 30 days prior to the event. The Public Relations team then has one week to approve or request amend-ments to a project.
3. Placement of printed documents must be in facilities that support our mission in the areas al-lowed by the facilities, and must not violate any ordinances or laws such as by using graffiti or placing them in mailboxes.
4. It is the responsibility of the individual or promotional group to communicate with all other committees affected and involved in this event.