

### Revision of Policy 15 – Press and Media Release

**Background:**

CBH staff have reviewed the CBH Press and Media Release Policy (Policy #15) and are pleased to recommend revisions to the Board of Directors for review.

A primary theme of the recommended changes is the movement of several portions of the Policy to the level of procedure. These changes are made without compromising the intent or integrity of the Policy itself.

This policy and accompanying revisions have been reviewed and endorsed by the agency’s lawyer, Pat McDermott.

**Summary of Changes:**

<b>Current Confidentiality Policy</b>	<b>Proposed Changes to Policy</b>
Contains pronouns “he, she, they”	Contains only “they” as personal pronouns
There are no other changes from the 12/2022 approved policy.	

**Motion from the CBH Executive Committee:**

That the Board approve the revisions to Press and Media Release policy as presented.

**COLONIAL BEHAVIORAL HEALTH**

**COUNSEL REVIEW OF BOARD POLICY**

**Name of Policy:** Press and Media Release  
**Category:** Administration and Operations  
**Policy No.:** 15

**Review Date:** February 20, 2026

**Name of Counsel:** Patrick B. McDermott, Esq.

**Comments of Counsel:**

- 1. Virginia Code Compliance:** Up to date, No violations
- 2. Federal Law Compliance:** Up to date, No violations
- 3. Grammer and Punctuation:** Acceptable
- 4. Comments:**

*Patrick B. McDermott, Esq.*

**Signature of Counsel**

## Policy and Procedures

**Category:** Administration and Operations  
**Title:** Press and Media Release  
**Policy Number:** 15  
**Primary Areas Affected:** CBH Organization

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## Policy and Procedures

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### Policy Statement

Colonial Behavioral Health (CBH) strives to provide the public accurate and timely information and communication in a professional manner, and in accordance with applicable state and federal laws regarding public information and data practices.

The policy applies to all external communications from CBH, which include, but are not limited to:

- Printed material, including but not limited to: brochures, fliers, pamphlets, newsletters, press releases, articles, photographs and graphics;
- Electronic material, including but not limited to: email, Microsoft Office documents, Adobe Suite documents, web-based content and content on social media sites;
- Media relations, including but not limited to: requests for interviews, news releases and media inquiries;
- General communication, including but not limited to: conversations via phone or in-person with members of the community, media, businesses and local, state and federal legislature; and
- Presentations about topics relating to CBH's service areas.

### General Guidelines

The Executive Director or designee is responsible for responding to media inquiries and providing accurate and timely information in a professional manner. Any CBH employee could, at any time, be in a setting where public communication is required. Every CBH employee who engages in public communication has the responsibility to communicate accurate information in a professional manner.

CBH employees are not responsible for ensuring information is communicated to the press. Employees must consult with the Executive Director's Office or designee when contacted by a member of the press. Under no

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circumstances may any CBH employee respond to a request from the media without obtaining approval from the Executive Director.

### Official CBH Communications

#### Distribution of Media Releases

Development and Communications is the only department authorized to disseminate information by press release or advertisement to the media. This ensures that CBH image is consistent and aligns with the agency's mission and allows the organization to build invaluable relationships with local media outlets. This also allows the Development and Communications Department to ensure CBH is meeting the Virginia Department of Medicaid Assistance Services' marketing requirements, which, if not followed, could cause the agency to lose its Medicaid reimbursement.

Through the Development and Communications, employees are encouraged to consider distributing information about CBH events, services and activities to the local media.

The benefits of increased media and public awareness extend far beyond the single event, service or activity being promoted. Increased awareness of the agency and its services is beneficial when requesting government funding, monetary or in-kind donations and grant funding.

#### Handling Media Requests

All requests for interviews or information from the media should be directed to Executive Director's Office and/or Development and Communications Department.

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Media includes any information to be shown to one or more persons, which includes, but is not limited to printed media, digital media and audio/visual media.

### Communicating on Behalf of CBH

The Executive Director, or their designee, is authorized to communicate on behalf of CBH in interviews, publications, news releases, social media sites and related communications. Other CBH employees may represent CBH if the Executive Director gives approval prior to the interview taking place.

### Source of Authorization

Board of Directors

### Legal/Regulatory References

#### Federal Statues

Americans with Disabilities Act

Federal Trade Commission Act Section 5, 15 U.S.C. 45, Unfair or Deceptive Acts or Practices in or Affecting Commerce

Federal Trade Commissions Act 16 CFR Part 255, Endorsements and Testimonials in Advertising

Health Insurance Portability and Accountability Act of 1996 - 45 CFR Part 160 and 164 (HIPAA: Privacy, Security, Enforcement and Breach Notification Rules under HITECH Act)

#### State Statues

Virginia Code 18VAC85-20-30, Advertising Ethics

Virginia Code 12VAC30-130-2000, Marketing Requirements and Restrictions

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Virginia Department of Medicaid Assistance Services, Marketing Requirements

Virginia Freedom of Information Act

### Other

Web Content Accessibility Guidelines WCAG 2.1, international digital standards for accessibility

## Definitions

Audio/Visual Media - radio, television, podcasts, and other audio- or video-hosting sites (e.g., YouTube)

Digital Media - online newspapers, magazines, journals, books, newsletters, blogs and fliers

General Communication - Conversations via phone or in-person with members of the community, media, businesses and local, state and federal legislature.

Printed Media - newspapers, magazines, journals, books, newsletters, brochures, fliers and pamphlets

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### Diary of Changes

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**Date of Origin**

1/22/1997

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**Dates of Review**

03/03/2026	02/20/2026	12/16/2022	12/16/2021	
10/14/2020 - COVID 19 PROTOCOL		04/01/2019	10/20/2016	10/20/2015
10/01/2010	09/29/2008	07/19/2000		

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**Dates of Revision**

03/03/2026	02/20/2026	12/16/2021	04/01/2019	10/20/2015
09/03/2007				

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**Approved By**

	<u>04/07/2026</u>
Signature	Effective Date
<u>Ryan Ashe</u>	<u>CBH Board Chair</u>
Printed Name	Title