

# VIRGINIA ASSOCIATION OF HEALTH UNDERWRITERS POLICY & PROCEDURES

POLICY TITLE: Member Communication  
CLASSIFICATION: Communications  
POLICY NUMBER: 09-01-C  
DEPARTMENT COORDINATOR: Media Relations  
DATE SUBMITTED (INITIAL): December 3, 2009  
DATE APPROVED: July 30, 2011

**PURPOSE:** To provide a standard for VAHU members to promote speaking with one voice in any communication, whether written or spoken and to maintain professional courtesy at all times.

**POLICY:** Any VAHU member or leader when speaking on behalf of VAHU or any of its state or local associations is requested to always represent VAHU's or the chapter's views. To ensure the appropriate views are communicated, individuals should contact either VAHU or the chapter they are representing to ensure they are communicating the appropriate message. Members are entitled to have their own views on issues and should not be prevented from voicing their views, therefore, any member that is asked to speak or participate in an event that is in any way affiliated with VAHU and/or its state and local association(s) and is uncomfortable abiding by this policy is asked to either not participate or not speak on the issue.

## **PROCEDURE(S):**

- All press releases and media-related materials must be submitted by the chapter or state media relations chair under the direction of the affiliated board and follow all guidelines set forth by the chapter of jurisdiction. Any media communications should also be submitted to the VAHU vice president of media relations.
- All editorial submissions containing the association name must first be approved by the media relations staff or the board of the chapter of jurisdiction. VAHU and the chapter board reserves the right to make corrections for accuracy and style as well as make changes that adhere to the VAHU message and legislative purposes.
- The official spokespeople to address the media with regard to VAHU issues and positions will be a chapter or state president, president-elect and any other designee appointed by VAHU or the affiliated chapter.
- No member should attend a VAHU sponsored event and then either speak to lawmakers in opposition to VAHU's view or speak to lawmakers about issues unrelated to VAHU's agenda. Members may communicate with policymakers about issues taking a position different than VAHU's as long as they do not

promote VAHU affiliation or do anything that might cause the lawmaker to think they are speaking on behalf of the association.

- All VAHU member communication (written or spoken) should be courteous and respectful. Antagonizing other VAHU members or lawmakers for having a different point of view is not acceptable.
- Member lists, media lists and staff lists are only to be used for official VAHU communications and should never be distributed without express permission from all individuals on the list.
- Printed or electronic communications containing the VAHU name or logo must be in line with the VAHU message and be professional and sound in content.
- Members should notify local leadership of any public speaking engagements in which a member is asked to speak on issues relating to VAHU