

KHN POLICY

Title: Public Information and Communications

Date Adopted:

FIRST READING 7/15/14

SECOND READING 8/21/14

THIRD READING 10/23/14

ADOPTED 1/15/15

Purpose

Synagogue communities work most effectively when there is on-going dissemination of relevant information to members; parents/guardians; members of the larger community; representatives of business, industry, and civic organizations; and representatives of the press and mass media. In addition to dissemination of relevant information, on-going communication among all groups is encouraged to provide more effective functioning.

Towards this end, the Board's designee(s) will utilize all appropriate means and media to explain the programs, achievements, and needs of the synagogue district to members; parents/guardians; members of the larger community; representatives of business, industry, and civic organizations; and representatives of the press and mass media.

Internal Communications

Internal communications, such as with parents and KHN members, are issued or approved by the Rabbi, Education Director, and President for their respective areas of responsibility.

External Communications

External communications, such as with community members, will be handled by the Communications Chair or designee (such as office personnel), with timely pre-approval by at least one member of the Board's Executive Committee (EC) (preferably the President or Board Liaison to the Communications Committee) or by the Rabbi.

This may include eBlasts, eBulletins, press releases, website postings, social media, and other similar communications. If the EC member has concerns about the content, it should be shared with the full EC or Rabbi for their feedback and direction.

All Communications

No communication disseminated by the synagogue will serve to endorse or appear to endorse any one business.

No communication will take a position that is counter to the basic beliefs and values of the synagogue.

It is acceptable to acknowledge vendors for their donations and contributions.

Communications will always keep members' personal information and images in strict confidentiality, as per the members' wishes as expressed in the enrollment packet or other written forms.

Committee chairs are encouraged to provide information about their events and activities with the Chair of the Communication Committee.

The Rabbi's contract takes precedence over this policy.