



Commission on Improving the Status of Children in Indiana

Communications Processes

1. Press release approval process

- a. Any news release coming from the Commission must have the approval of both the Executive Director and the CISC chair, at a minimum. In addition, every effort will be made to secure input and approval from each member of the Executive Committee within a reasonable timeframe. All Commission news releases will be sent to all commission members and their PIOs/press secretaries prior to release to the media/public.

2. Criteria for public release of information

- a. Information to be released to the media should be tangible and not abstract; e.g., a timely issue on which the Commission will take a policy position or some other action. It is ideal if there is a letter, document, or some other concrete collateral. Generally, *process* is not newsworthy, but *product* is newsworthy.

3. Process for updating and using media list

- a. Keep adding to the media list via Commission members' suggestions. Executive Director will send meeting notices and approved releases to this list, and may request assistance from members of the communications committee as well. The media list will be maintained on a Sharepoint site within the Courts system; if someone other than the ED or the Supreme Court CIO sends to the list, the ED will provide the most updated list. Most things will make most sense coming from ED, as each member of the committee represents a specific agency, and the ED is the only one who exclusively represents the Commission (including by title).

4. Criteria for CISC internal messaging

- a. Needs to be developed

5. Process for publicizing CISC meetings

- a. Once the agenda is online, Executive Director will email the media list and the communications committee a notice of meeting time, date, location, and link to agenda. Communications Committee members will use their own vehicles to publicize the meeting (twitter, etc.).

6. Process for capturing CISC meeting outcomes

- a. A member of the Communications Committee will be present at each CISC meeting to listen for media-worthy happenings. The Committee will designate a primary and secondary representative in case of emergency. The ED will confer with that person after the meeting to determine whether there are items from the meeting that need to be promoted externally.