

Parasol Tahoe Community Foundation (Parasol) has established the following Media Relations policy in order to ensure clear, factual communications with the public and protect the interests of all our constituents. This document applies to press releases, newspaper articles, radio or TV interviews, community presentations, and any other communications with the media or in a public forum regarding Parasol.

1. Official Spokespersons

The CEO and Board Chair are the only official spokespersons authorized to speak on behalf of Parasol in communications with the media, including print, radio, TV, Internet and other forms of media. Other board members or employees may be authorized by the CEO, Board Chair or the Board as a whole to represent Parasol in community presentations and events and to speak on behalf of the Foundation at such events.

2. Communications Initiated by Parasol

Press releases and other forms of public communications initiated by Parasol are to be approved by the CEO or Board Chair prior to release.

3. Requests Initiated by the Media, Community Organizations or Other Groups

Requests from the media for quotes or any other type of information that are received by board members or employees other than the CEO and Board Chair should be referred to the CEO or Board Chair as the official spokespersons. This does not apply to requests for information that have already been publicly released, such as information already contained on the Parasol website or included in previously-issued press releases. In such cases, any board member or employee can respond to the request in order to provide information as long as the response is limited to information previously made publicly available and does not involve giving additional opinions or non-public information.

In responding to media requests, the Board Chair should make it clear that he or she is speaking as an individual board member and not on behalf of the entire Board.

4. Adverse Publicity

Any board member or employee that becomes aware of an article, media announcement, Internet posting or other form of public communication that depicts Parasol in an unfavorable manner should immediately bring the information to the attention of both the CEO and the Board Chair. The CEO and Board Chair will determine if a response is warranted and, if so, will determine the most appropriate method of response. A special meeting of the Executive Committee or the full Board may be convened based on the

severity of the situation in order to plan an effective response to adverse publicity. Time is of the essence in these situations, with responses (when they are appropriate) expected to occur within 48 hours.