



# Media Relations, Designated Spokesperson and Public Comment/Endorsement

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**Responsible Department:**  
Communications Department

**Responsible Executive:**  
Director of Communications

**Contact Information:**  
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**Policy Review:**  
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Next review: TBD

## I. Purpose of Policy

The Board has established the following policy in order to ensure clear, factual communications with the public and protect the interests of the Fund and all our Members. This policy applies to direct communications with the media (traditional or new) or communication in a public forum regarding the practices, services, actions, policies, personnel, membership, etc. of the Fund.

## II. Definitions

N/A

## III. Scope

This policy applies to all CTPF employees, Trustees, consultants and other agents who may be in a position to provide comment on any and all aspects of the Fund Business. Fund Business includes its practices, services, actions, policies, legislation, operations, or the direction of the Fund.

## **IV. Policy**

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### **Media Relations**

The Communications Department shall coordinate all media relations.

The Board President is the primary spokesperson for the Fund on matters of governance. In addition, the Executive Director, or designees, may make statements on behalf of the Fund.

In specific circumstances, the following exceptions are made:

- The Freedom of Information Act Officer(s) or designee may communicate with requestors about administrative matters related to requests; and
- Periodically, senior leadership and/or other subject-matter experts may be called upon to speak to the media regarding specific areas of responsibility or subject matter. These communications will be pre-arranged in consultation with the Director of Communications and approved by the Executive Director or designee.

No employee, individual Trustee, nor vendor is authorized to speak on behalf of the Fund unless expressly authorized by this Rule or Board of Trustees. Any employee, Trustee, or vendor who speaks publicly concerning Fund Business must disclose that they are not speaking on behalf of the Board or the Fund. Public statements regarding Fund business shall be truthful and made in the best interest in the Fund. Failure to comply with this Rule may lead to discipline or censure.

### **Commenting on Litigation**

Any authorized Spokesperson receiving Inquiries concerning any matter relating to litigation shall consult with the Legal Department or Fund Counsel. Comments on litigation are disfavored.

### **Public Comments at Conferences, Hearings, or other Public Meetings**

Any employees invited to make speeches or presentations about the Fund to professional groups, legislative leadership, conferences, or public meetings must receive prior approval of the Executive Director. The content of presentations that are repeated and on-going do not require new approval unless a substantive change in content has taken place. The Executive Director and the Communications Department must be made aware of presentation content, dates, locations, and the audiences/groups.

Prior to accepting an invitation to speak about Fund Business, Trustees will disclose presentation content, dates, locations, and audiences/groups to the Pension Board.

When presenting to an external audience any presentation should only include information within the area of responsibility of the presenter or already in the public domain. All speeches and presentations must comply with brand standards and other applicable Fund Rules and Regulations.

**Endorsements /Statements of Support**

The Fund does not endorse or approve individuals by name for elected, appointed, or hired positions. Use of products and/or services by the Fund does not imply endorsement.

The Fund may provide statements of support for activities, such as legislation, projects, conferences, publications, and other such activities that fall within the scope of the Fund’s mission and goals, and is approved by the Board of Trustees or Executive Director.

**V. Exceptions**  
\_\_\_\_\_**XI. Policy Administration**  
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All questions or concerns related to this policy should be directed to the Director of Communications