

**ACHA BOARD OF DIRECTORS  
POLICY AND PROCEDURE  
(BOD P/P)**

BOD P/P Number:	2003-1	Date Established: September 16, 2003	
		Date Revised: May 10, 2022	
		Date Reviewed: February 25, 2020; May 10, 2022	
Reference:	EC Conference Call	Term:	1 Year
			2 Years
		X	Indefinite

BOD P/P Title:	<b>SPOKESPERSON AND STATIONERY/LOGO USE</b>
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BOD Authority:	ACHA Bylaws, Article VIII, Section 1.
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Purpose:	To establish a procedure for the Association to control the attribution of oral communications as ACHA official statements or positions; to control the use of the official letterhead and corporate stationery ; and, to control the use of the ACHA corporate logo
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Policy:	Except for the President and the ACHA national office staff in the normal course of business, and those members officially designated by the Board of Directors or Executive Committee as content area experts for ACHA, no person shall be authorized to speak on behalf of ACHA, nor represent himself or herself as having the authority to speak or communicate on behalf of ACHA, without the prior approval of the Board of Directors or Executive Committee.
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Procedure:	<p><b>Spokespersons:</b> Those individuals who are authorized to speak on behalf of ACHA shall do so responsibly, recognizing that speaking on behalf of ACHA generally means to communicate or report authoritatively on: (1) published information that has been developed by ACHA, such as data, survey results, etc.; (2) actions and activities of ACHA; and (3) official positions or policies of ACHA as articulated in Board-approved resolutions or position statements.</p> <p>Commentary on matters outside of these areas should be identified by a spokesperson as <i>opinion</i> (based on one’s own experiences, observations, etc.) and not attributable to ACHA. Drawing the distinction between opinion and official ACHA views is especially important in speeches, media interviews, articles, letters-to-the editor, and all other public and private communications.</p> <p>ACHA does not endorse or disparage persons, products, companies, or organizations. Persons authorized to speak on behalf of ACHA are strongly discouraged from themselves expressing <i>opinions</i> of this nature, as those statements may be erroneously attributed to ACHA. Individuals designated to speak on behalf of ACHA are encouraged to cite any data, position statements, or other ACHA published information relevant to the topic. Not all situations can be anticipated in a written policy, and individuals must use their best judgment, understanding that the best interests of ACHA are paramount. Therefore, when faced with a situation</p>
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	<p>or topic that is potentially controversial, the spokesperson should consult with the ACHA President and/or CEO prior to making public comments.</p> <p><b>Corporate Stationery and Logo Use:</b>  The ACHA stationery and/or logo (in print or electronic version) shall be used by officers and staff only and shall not be used except with respect to matters of official ACHA business. The ACHA stationery and/or logo shall not be used without the written permission of the CEO. Individuals and organizations (public or private) wishing to use ACHA stationery and/or the logo must provide a written request for one time only use. The request must state how and for what purpose the ACHA stationery and/or logo will be used and provide sample materials sufficient to demonstrate the context in which the stationery and/or logo would appear. Subsequent requests must likewise be made in writing.</p>
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Resources:	National Office	Volunteer
Human:	CEO, Director of Marketing and Communications	President, Board of Directors
Financial:		
Other:		