

CEC Media and Public Relations Guidelines



Overview

As an international association representing professionals in the field of special education, the programs, activities and plans of the Council for Exceptional Children are of interest to the public, policy makers and the media.

In order to maintain a professional and trusted relationship with the media, information coming from CEC must be accurate, timely, complete and in congruence with the official positions of the organization.

In the interest of orderly, consistent management of the information released to the media, and to protect the interests of the organization and its members, the following guidelines have been established.

Working with the Media

The CEC's president, executive director, and designated senior staff are the only individuals who may speak on behalf of the organization, unless requested by CEC.

If you are contacted by the media to provide comment on a personal basis about CEC, your position as a board member or the field, CEC staff is prepared to provide you with as much information as possible and counsel you on what to expect during the interview. In addition, CEC staff can participate with you in the interview. Please keep in mind that you are not required to speak to the media.

Positive Contributions

Board members who speak to the media are expected to discuss the organization in a positive light or not to comment. Board members who wish to respond to an issue raised by the media are asked to coordinate their response with CEC's Director of Marketing and Communications Diane Shinn, dianes@cec.sped.org, 703-264-9478 (O); 202-255-6717 (C).

Confidentiality

Board policy matters, actions, strategic plans, personnel matters and ongoing negotiations are considered confidential unless approved for discussion by the CEC president or executive director. Please help your fellow board members maintain trust in the integrity and confidentiality of all discussions.

Times of Crisis

If a member of the media contacts you during a crisis, refer the caller to CEC's Senior Director of Communications Diane Shinn, dianes@cec.sped.org, 703-264-9478 (O); 202-255-6717 (C).

Media Access to CEC Events

Reports, editors and media representatives are welcome at most CEC events. CEC's media accreditation policy is available from Diane Shinn. Any accredited member of the press must contact Diane for approval of his/her registration.

Support for Members and Staff

The Marketing and Communications Department enjoys the opportunity to work with members and staff in order to help promote the association's goals and member achievements. If you have an innovative story idea, please contact us.

Social Media

Social media is changing the way individuals and organizations communicate, offering new ways to engage with customers, colleagues, and the world at large. It's a way for board members to take part in global conversations related to our field and CEC. Board members on social media sites are expected to discuss CEC positively or refrain from commenting. Board members are invited to become regular or guest bloggers on the official CEC blogs. CEC maintains the following social media sites:

- [LinkedIn](#)
- [Twitter](#)
- [Facebook](#)
- [Pinterest](#)

Membership, Marketing and Communications Department

CEC's Marketing & Communications Services (MCS) Department is staffed by professionals who are able to assist and counsel CEC leadership on a range of communication issues. In addition to oversight of CEC media relations activities, MCS is responsible for internal and external communications, speechwriting, editorial services, graphic design and graphics design standards, advertising, website content, special events promotions and photography. If you have any questions, please contact Director of Marketing and Communications Diane Shinn, dianes@cec.sped.org, 703-264-9478.