

**Broadview Heights Spotlights – Communication & Public Relations  
Guideline, and Trustee Expectations, 2017**

*Broadview Heights*  
**SPOTLIGHTS**

The logo consists of a black circle containing two white theatrical masks (a comedy mask on the left and a tragedy mask on the right). A white spotlight beam originates from the bottom left of the circle and extends downwards and to the left, illuminating the word 'SPOTLIGHTS'.

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## **I. Document Goal**

The purpose of this document is to give the Broadview Heights Spotlights trustees and others with appointed leadership positions a guideline for how to communicate with individuals and groups while acting as a representative of the organization and conducting business on behalf of the organization, both internally and externally. This documents also sets a standard of expectations trustees should use as a guide to be considered within good standing.

## **II. Document Objectives**

1. To communicate using the organization's communication values toward all elected/appointed officials and stakeholders in all spoken and written communication.
2. To use all approved brand guidelines in all distributed media channels that will be consumed by the public.
3. To utilize the communication hierarchy for any event that impacts the wellbeing of the organization, either in regular business dealings, or in crisis situations.

## **III. Communication Values**

1. Respect
  - a. Elected/appointed officials of Broadview Heights Spotlights are expected to communicate in a tone that is cordial and respectful to all fellow trustees and stakeholders at all times, no matter the intention.
2. Effectiveness
  - a. Elected appointed of Broadview Heights Spotlights are expected to communicate in a purposeful and meaningful way, with a clear objective and goal in all business settings.
3. Professionalism
  - a. Elected officials of Broadview Heights Spotlights are expected to behave in a professional manner as a representative of the organization in all on-site meetings, events, productions, rehearsals, and social gatherings in addition any meetings, events and social gatherings in public, in written communication, and on social media. Please remember that as elected officials we are representing Broadview Heights Spotlights at all times.
4. Honesty
  - a. Elected officials of Broadview Heights Spotlights are expected to communicate with complete and clear honest intentions at all times.
5. Documentation
  - a. Elected officials of Broadview Heights Spotlights are expected to keep proper and complete documentation of all official documents, secured on the Broadview Heights Spotlights shared Google Drive.
6. Confidentiality
  - a. If any document requires a confidentiality clause, Broadview Heights Spotlights elected officials and members are expected to use the included confidentiality notice at the bottom of the document

desired to be kept confidential.

- b. If it is requested in any conversation or meeting that all parties to keep all discussions in said conversation or meeting confidential, it is expected that all parties will respect that request.

## **IV: Brand Guidelines**

1. All approved brand guidelines must be used in all official documents or media to be distributed publicly and to be consumed by organization stakeholders and public. All brand guidelines can be reviewed in the separate document located on the Broadview Heights Spotlights Google Drive on the path: Spotlights Fileshare > Logos and Fonts > BVHS Brand Proposal.pdf. All approved fonts and logos are also located at Spotlights Fileshare > Logos and Fonts.

## **V: Media Channels**

1. Media channels used for public consumption include:
  - a. The Broadview Heights Spotlights website, [www.broadview-heights-spotlights.org](http://www.broadview-heights-spotlights.org).
  - b. The Broadview Heights Spotlights Facebook and Instagram pages.
  - c. Performance programs.
  - d. Show posters, handouts, flyers, and business cards.
  - e. Any ads for external use.
  - f. Any internally produced press releases.
  - g. Any official documents for public consumption including but not limited to advertiser/sponsor letters and contracts, new member letters and packets, etc.

## **VI: Communication Hierarchy and Crisis Communication Plan.**

1. This communication hierarchy should be utilized all times by all elected and appointed officials of Broadview Heights Spotlights. In any incident, if the elected/appointed official feels the need to involve other parties, (s)he should do so with his/her discretion.
  - a. For any initiative or inquiry involving educational or creative direction, the Director of Education should be contacted directly.
  - b. For any initiative or inquiry involving a production, the Producer(s) of the production in question should be contacted directly.
  - c. Any initiative or inquiry involving grants and fundraising efforts should be directed to Vice President of Growth and Development and/or the Chairperson of the Special Events committee.
  - d. Any initiative or inquiry involving Members or Volunteers should be directed to the Vice President of Membership and Volunteers.
  - e. Any initiative or inquiry involving the budget, revenue, or transactions involving legal tender of any sort should be directed to the Treasurer
  - f. Any initiative or inquiry involving official business that would require revising the bylaws should be directed to the Chairperson of the Bylaws committee.
  - g. Any initiative or inquiry involving play-selection and the hiring of Directors should be directed to the chairperson of the Play-Reading committee.
  - h. Any initiative or inquiry involving interested nominees for the Board of Trustees should be directed to the three members of the Nomination committee.

- i. Any initiative or inquiry involving advertisers, show sponsor, and/or local businesses wishing to partner with the organization should be directed to the Chairperson of the Advertising committee.
  - j. Any initiative or inquiry involving publicity, promotion, or media should be directed to the Chairperson of the Publicity committee.
  - k. Any initiative or inquiry involving the planning, coordination and execution of special events including any vendors involved should be directed to the Chairperson of the Special Events committee.
  - l. Any initiative or inquiry involving the any merchandising should be directed to the Chairperson of the Merchandise committee.
  - m. Any initiative or inquiry that does not inherently fall under the responsibilities of an elected/appointed official or committee as outline above should be directed to the President.
2. Crisis Communication Plan
- a. For the purpose of this document, a crisis is defined as an unstable or crucial time or state of affairs in which a decisive change is impending, especially one with the distinct possibility of a highly undesirable outcome; a situation that has reached a critical phase that would cost our organization considerable loss of assets or reputation. In order to consider the incident a crisis, the situation should include one or more of the following attributes:
    - i. An official statement will need to be made by the organization in light of the situation that has occurred.
    - ii. The situation could warrant contacting a legal adviser or an insurance company.
    - iii. Information the organization deems as “confidential” gets somehow leaked and distributed.
    - iv. A situation occurs that involves extra publicity by and/or discussions with external groups or media sources that portrays the organization in a negative light.
    - v. A situation occurs that may lead to significant loss of capital, status, or other resources.
  - b. Any crisis-related communication should be communicated immediately, at the very latest within 24-hours of the incident.
  - c. In the event of a crisis situation, any elected or appointed official must not act alone or on behalf of the entire Board of Trustees.
  - d. If a crisis situation has been determined, the individual should contact the President immediately and directly. The President should choose to involve other individuals to his/her discretion.

## **VII: Confidentiality Notice**

Confidentiality Notice: This document and any attachments are Broadview Heights Spotlights Confidential for the sole use of the intended recipient. Any review, copying, or distribution of this email and attachments by others is strictly prohibited. If you are not the intended recipient, please contact the sender immediately and permanently delete any copies of this document.

## **VIII: Expectations of Trustees**

1. The expectation of all trustees during his/her term are as follows, in order to be considered in good standing are as follows:
  - a. Abide by the bylaws and all other official governing documents.
  - b. Attend and engage in at least 10 out of 12 monthly board meetings, unless otherwise arranged with the President and/or Secretary.
  - c. Join and engage in at least 2 committees.
  - d. Be involved in some capacity with all five main-stage performances, including but not limited volunteering as a member of the cast, crew, cleaning/hospitality staff, house staff.
  - e. Support the productions, events, all approved business and creative decisions, and the organization as a whole at all times.
  - f. Support each main-stage performance as an audience member.
  - g. Stay abreast and involved in all board-related, committee-related (for that trustee's applicable committees), or show-related (for producers) communication when a meeting is not in session via her/his preferred methods of communication.
  - h. Act as a professional representative of Broadview Heights Spotlights at all times.
2. This list of expectations should be used as a guideline that sets the standard of trustee duties and responsibilities, not to be used with strict enforcement. Trustees should use this guideline in order to make a concerted effort to contribute to this organization. It is understood that extenuating circumstances may prevent a trustee from completing all of these expectations, that will not revoke a status of good standing.
3. When the time comes to determine whether a trustee is placed within good standing, no one single individual should make that determine. The trustee should be subject to review by review of all of her or his peers on the board of trustees.

I acknowledge on this day, Tuesday, March 14 2017, that I have read, understood, and intend to abide by this document as a trustee of the board and a representative of Broadview Height Spotlights.

\_\_\_\_\_  
Adam Bowers, President

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Tim Anderson, Education Director

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Amy McSweeney, VP of Growth & Development

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Jaclyn Phelps, VP of Membership & Volunteers

\_\_\_\_\_  
Jean Brennan, Treasurer

\_\_\_\_\_  
Sarah Price, Secretary

\_\_\_\_\_  
Ryan Bergeron, Trustee

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Keleigh Bowling, Trustee

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Tara Corkery, Trustee

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Stephanie Giammarco, Trustee

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Karen Johnston, Trustee

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Annette Phelps, Trustee

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Diane Frendak, Alternate