

**ALASKA ASSOCIATION OF HEALTH UNDERWRITERS (AAHU)
POLICY & PROCEDURES**

POLICY TITLE: Membership Communication
MOTION:
SECONDED:
DATE SUBMITTED: 1/30/2013
DATE APPROVED: 4/3/2013
APPROVED BY: AAHU Board of Directors

PURPOSE: To provide a standard for AAHU members to promote speaking with one voice in any communication, whether written or spoken and to maintain professional courtesy at all times.

POLICY: Any AAHU member or leader when speaking on behalf of NAHU/AAHU is requested to always represent AAHU's views. To ensure the appropriate views are communicated, individual should contact either the AAHU Communications Chair or AAHU President to ensure they are communicating the appropriate message. Members are entitled to have their own views on issues and should not be prevented from voicing their views, therefore, any member that is asked to speak or participate in an event that is in any way affiliated with AAHU/NAHU and is uncomfortable abiding by this policy is asked to either not participate or refer the request to the Communications Chair.

PROCEDURE: Contact information for members in good standing of AAHU will be released under the following criteria:

- All press releases and media related materials must be submitted to the AAHU Communications Chair and follow all guidelines set forth by the chapter. Any media communications should also be submitted to the AAHU President.
- All editorial submissions containing the association name must first be approved by the AAHU Communications Chair. AAHU reserves the right to make corrections for accuracy and style as well as make changes that adhere to the AAHU message and legislative purpose.
- The official spokesperson to address the media with regard to AAHU issues and position will be the AAHU President, President-Elect, Communications Chair and any other designee appointed by AAHU or the affiliated chapter.
- No member should attend a AAHU sponsored event and then either speak to lawmakers in opposition to AAHU's view or speak to lawmakers about issues unrelated to AAHU's agenda. Members may communicate with policymakers about issues taking a position different than AAHU's, as long as they do not promote AAHU affiliation or do anything that might cause the lawmaker to think they are speaking on behalf of the association.

- All AAHU member communication (written or spoken) should be courteous and respectful. Antagonizing other AAHU/NAHU members or lawmakers for having a different point of view is not acceptable.
- Member lists, media lists and staff lists are only to be used for official AAHU communications and should never be distributed without express permission from all individuals on the list.
- Printed or electronic communications containing the AAHU/NAHU name or logo must be in line with the AAHU message and be professional and sound in content.
- Members should notify local leadership of any public speaking engagement in which a member is asked to speak on issues relating to AAHU.