

**SASKCULTURE INC.  
BOARD OF DIRECTORS POLICY**

**Policy Name:** Public Image **Number:** EL-11  
**Policy Type:** Executive Limitations **Date Approved:** February 2000  
**Latest Revision:**

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The General Manager shall not endanger the organization's public image or credibility, particularly in ways that would hinder its accomplishment of Ends.

Further, without limiting the scope of the above statement by the following list, the General Manager shall not:

1. Fail to establish an effective corporate communications and public relations strategy.
2. Permit presentations to be made to the media which inaccurately portray Board policy.
3. Permit other staff members or volunteers to make presentations to the media regarding Board policy unless specifically designated.
4. Fail to make available and easily accessible to the public information regarding Board decisions.

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