

Heritage & Opportunity Alliance, Inc.
HERITAGE & OPPORTUNITY ALLIANCE, INC.

COMMUNICATIONS, MEDIA, AND PUBLIC STATEMENTS POLICY

Preserving Heritage. Building Opportunity. Organizing Community Engagement.

Policy Number	HOA-POL-010
Effective Date	Upon Board Adoption
Approved By	Board of Directors
Applies To	Directors, officers, committees, advisory members, volunteers, employees, contractors, partners, and program participants as applicable

Purpose

This Policy protects the public voice, credibility, legal position, and community trust of Heritage & Opportunity Alliance, Inc..

Scope

This Policy applies to public statements, press releases, social media, flyers, emails, public comments, interviews, official letters, testimony, website posts, newsletters, grant statements, partner communications, logos, photographs, videos, and use of the organization name.

Official Spokespersons

Only the President, Board Chair, Executive Organizer if authorized, Communications Lead if authorized, or another Board-authorized person may speak officially on behalf of the corporation.

Committee members, advisory members, volunteers, and partners may not speak for the corporation unless authorized.

Approval Requirements

Statements involving City, CRA, Project LIFT, developers, leases, zoning, civil-rights concerns, public records, legal matters, youth safety, partner disputes, fundraising, grants, public accusations, political matters, or sensitive community matters require officer or Board review before release.

Accuracy and Tone

Communications shall be truthful, accurate, respectful, disciplined, community-centered, and consistent with charitable and educational purposes. The organization shall avoid unsupported claims, defamatory language, reckless accusations, or promises beyond its authority.

Use of Photos, Stories, and Likeness

Resident stories, youth images, photos, videos, oral histories, family names, property images, health information, or sensitive personal details may not be used publicly without documented permission and appropriate release.

Social Media

Official pages shall be controlled by authorized administrators. Posts shall protect youth, residents, donor information, partner relationships, and confidential information. Personal opinions should not be presented as official organizational positions.

Brand and Logo Use

The name, logo, materials, and public identity of the corporation may not be used by partners, volunteers, committees, or outside groups without written approval.

Records

The Secretary, Treasurer, or other Board-authorized records officer shall maintain records created under this Policy according to the Records Retention and Document Control Policy.

Heritage & Opportunity Alliance, Inc.

Records may include approvals, disclosures, invoices, receipts, reports, correspondence, minutes, incident reports, releases, agreements, restricted-fund logs, or other supporting documents.

Violations

Violations of this Policy may result in corrective action, reassignment, removal from a committee or volunteer role, termination of a contract, repayment, report to the Board, or other action permitted by law and organizational policy.

Retaliation against a person who raises a good-faith concern is prohibited.

Review and Amendment

This Policy may be reviewed at least annually and may be amended by the Board of Directors. The Board may adopt more detailed procedures, forms, checklists, and approval schedules consistent with this Policy.

Board Adoption

This Policy is adopted by the Board of Directors and remains in effect until amended, replaced, or rescinded by the Board.

Board Chair / President	Secretary
Name: _____	Name: _____
Signature: _____	Signature: _____
Date: _____	Date: _____