



Media Relations Policy

The success of the Greater Des Moines Young Professionals Connection depends on its ability to foster good will and to forge alliances among diverse individuals and organizations. YPC's success can be damaged by adverse publicity or unnecessary controversy that distracts from our mission. YPC expects its board members to understand that being part of the organization entails responsibility to promote YPC's and the Greater Des Moines Partnership's goals. Pursuant to this goal, board members may not communicate with any form of media organization on behalf of YPC, whether through interviews, letters or other forms of communication, without first receiving authorization from the YPC's President or a representative of the Greater Des Moines Partnership.

Tips for Working with the Media

- Always know the goal of the program about which you are speaking
- Stay positive
- Stay on topic
- When responding to a blog, look at the facts included in the original blog and consider the big picture