

# Policy on Media and Communications

**DATE OF EFFECT: 11-26-2025**

**LAST REVISED: 11-26-2025**

## PURPOSE & SCOPE

The purpose of this policy is to guide RAAH's decisions regarding communications with the media and the general public. It ensures all external communication reflects the mission, vision, and values of the organization.

## OFFICIAL SPOKESPERSON

The Board Chair acts as the official spokesperson for RAAH in all communications with the media and general public. They may delegate this role to another Board member or an artist, where appropriate, given the nature of the communication. The Board will approve any spokesperson delegation.

## RURAL ARTISTS AGAINST HATE POSITIONING

When communicating on behalf of RAAH, spokespersons will always strive to position the organization as an accessible, open, and knowledgeable source on issues concerning art, community, and social change. All media and public communications will adhere to RAAH's values and principles.

## COMMUNICATIONS STRATEGY AND PLATFORMS USED

RAAH is committed to building authentic, meaningful connections that go beyond chasing algorithms. Our primary communication channels will be our website, radio, and print media, which allow for a more direct and community-focused approach.

### Social Media

- **Approved Platforms:** The only social media platform RAAH will use is Bluesky.
- **Excluded Platforms:** To align with our values of genuine community connection and ethical conduct, we will not utilize platforms owned by Meta (such as Facebook and Instagram) or X (formerly Twitter). RAAH will hold accounts on Meta platforms to ensure brand protection - but these are designed to be inactive and direct curious public to approved platforms and media.

## PROACTIVE APPROACH

Board members, artists, and volunteers are encouraged to identify opportunities for media coverage and public communications and to bring them to the attention of the Board Chair or their delegate. All proposed communications must align with this policy.

## MONITORING AND EVALUATION

The Board will monitor and evaluate the implementation of this policy through regular reports and discussions during Board meetings. This ensures that all communications are effective, consistent, and in line with RAAH's mission and values.