
COMMUNICATIONS POLICY AND GUIDELINES

Therapy Dogs of Vermont (TDV) has policies and guidelines regarding any and all communications in order to ensure a consistent and professional image. The objective of this policy is to ensure that information contained in all communication with the public is consistent with the mission and guidelines of TDV. In this organization, largely staffed by volunteers, such guidelines are essential to protect the organization's image and avoid miscommunication that can potentially lead to confusion, damage to TDV's reputation, and even legal difficulties.

Since this is an area where lack of oversight can inadvertently lead to serious problems, we feel it is necessary to provide detailed guidelines. In the past, we have seen innocent comments and editorial mistakes lead to gross misstatements in print. In order to curtail such incidents as TDV continues to grow, we are providing the basic policies outlined below.

- No use of the TDV logo, specific typeface, or signature is allowed without express written consent by the TDV officers. To receive consent, you must supply a sample of how the logo is to be used and the materials on which it will be used (including written copy and associated images).
- No use of photos or other images of TDV volunteers and animals is permitted without a signed official TDV photo release provided by a TDV officer. This applies to any image of volunteers and/or animals while in a therapeutic setting, wearing any TDV branded clothing (bandanas or other gear) or with children or adults receiving TDV visits. Images of individuals in therapeutic settings also require the official TDV photo release for the patient/resident and healthcare professionals pictured.
- No photos may be "labeled" as representing TDV, either by visually identifying TDV in the content of the photo (e.g. someone with a TDV T-shirt or badge or dog wearing a TDV bandana), or in photo captions or in copy associated with the photo, of any Therapy Dog until and unless the dog has been approved for TDV activities and is fully certified and insured.
- Please do not communicate with the media on behalf of TDV. Direct them to speak with a TDV officer. All news releases must be prepared in consultation with TDV.