



PBA is an established statewide association. Through the years we have developed an excellent working relationship with the media and have become a respected resource. To maintain our excellent relations, we have a responsibility to be open and responsive to their requests. The media helps build perceptions about PBA, our members, and the locals we serve, and it is to our benefit to maintain this relationship.

Communications & Member Services Staff

The Director of Communications & Member Services is the designated media relations contact. It is this department's objective to increase public awareness and understanding of PBA's role in the community and our position on issues affecting the home building industry in PA, while promoting a positive public image of PBA and the work our members do. All media calls should flow through the director.

Depending on the situation, the director may serve as spokesperson. If the issue at hand addresses a well-known issue or established policy and approved talking points are in place, the call is handled at the time it is received at the staff level.

PBA Leadership

If there is a media inquiry about an issue for which PBA does NOT have a policy paper or talking points in place, the director will:

- Research the issue
- Make recommendations on a response
- Contact appropriate parties via email – to include PBA's CEO, Senior Officers, Government Affairs Director, and if a local association is involved, the EO, local president, RVP, RLO, and if concerning a particular member, that member will be contacted.
- If time permits, arrange a conference call with available and appropriate parties.

Collectively a decision will be made as to who will address the question or make the statement. Use of a PBA officer or another member shall be at the discretion of the President, based on background and expertise.

The CEO, Director of Communications & Member Services and other appropriate staff or member will develop responses that are consistent with PBA's media strategy and overall mission.

No spokesperson may address the media on behalf of PBA without the approval of the President.