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**DIAGNOSTIC SERVICES OF MANITOBA INC.  
BOARD OF DIRECTORS POLICY**

<b>Policy Name:</b>	Public Image	<b>Number:</b> EL-10
<b>Policy Type:</b>	Executive Limitations	<b>Date Approved:</b> June 11, 2008 <b>Supercedes:</b> Apr. 14, 2005

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The CEO shall not endanger the organization's public image or credibility, particularly in ways that would hinder its accomplishment of mission.

Accordingly, the CEO shall not:

1. Fail to establish an effective corporate communications and public relations strategy.
2. Permit presentations to be made to the media which portray information as Board Policy that is contrary to Board positions set out in Board policy.
3. Permit staff members other than the CEO or designate to make presentations to the media regarding Board policy.
4. Fail to make available on request the summary of the Board meetings.
5. Fail to consult with appropriate stakeholders when presenting to the media.