



HUMAN RESOURCE POLICIES MEDIA RELATIONS POLICY

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Approved by: Chief Operating Officer

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CCA Accreditation Standards: ORG-COM-2.3

Cross Reference: *Employee Code of Conduct Policy, Employee Code of Ethics Policy, Emergency Office Closure Policy, Disaster Response Policy, Social Media Policy*

COMMITMENT

As an open and accountable organization, Boost CYAC values the role that the media plays in communicating Boost CYAC news and information to the public and the value in the media reporting on the public's views and opinions of Boost CYAC. Boost CYAC is committed to developing and maintaining professional working relationships with the media, to promote public awareness and understanding of Boost CYAC services, programs and events.

DEFINITIONS

Media include all forms of external media representing print, radio, television and Internet formats.

POLICY

This policy applies to all Boost CYAC employees and is intended to:

1. provide employees with a protocol for interacting with and responding to the media on behalf of Boost CYAC;
2. ensure media enquiries are responded to in a timely manner, that is accurate and clear, and by the designated Boost CYAC spokesperson; and
3. encourage appropriate and proactive media relations that provide clients, community partners and the general public with timely, accurate, and newsworthy information about programs, services, and events.

PROCEDURES

1. Designated Spokespersons

- a. The two (2) designated spokespersons for Boost CYAC are the President & CEO and the Chief Operating Officer.
- b. Boost CYAC employees shall not present themselves as a designated spokespersons for Boost CYAC, without prior approval from the Chief Operating Officer and/or the President & CEO.

2. Handling Enquiries from the Media

- a. All media enquiries are to be directed to the Chief Operating Officer who will either provide a response directly or designate an employee as a spokesperson on issues or programs for which they are subject

matter experts. The Chief Operating Officer will make the necessary arrangements to connect designated spokespersons to the media contact.

- b. Employees who are not designated spokespersons and who are contacted by the media, shall explain that they are not a spokesperson for Boost CYAC, respectfully decline the request for an interview/comment and direct the individual to the Chief Operating Officer. An employee may provide the individual/media outlet with an appropriate telephone number and/or email address for the Chief Operating Officer or take down the information outlined below and forward the inquiry to the Chief Operating Officer as soon as possible.

Information to collect from the media includes the:

- Name, email address and phone number
- Media organization the individual represents
- Topic of interest (e.g., childhood trauma, local/current events)
- Requested format for engagement (phone interview, live or taped interview)
- Deadline

3. Responding to the Media as a Designated Spokesperson

- a. When contacted by the Chief Operating Officer regarding a media enquiry, employees must place priority on that inquiry and respond as quickly as possible. Only in cases where the Chief Operating Officer and/or President & CEO has explicitly designated another employee to respond to the media will such contact be permissible.
- b. All designated spokespersons should review their responses and key messages with the Chief Operating Officer, prior to responding to the media contact.
- c. When engaging with the media, Designated Spokespersons shall represent Boost CYAC with honesty and integrity, communicating the organization's mission, vision and values and key messages.
- d. Additionally, when engaging with the media, Designated Spokespersons shall:
 - **Be honest:** tell the truth, do not exaggerate or provide false or misleading statements
 - **Prepare:** practice talking points and responses and anticipate questions, especially challenging or controversial ones.
 - **Avoid jargon:** respond to questions using full and complete responses and description. Do not use sector/topic specific jargon or acronyms.
 - **Be aware of body language:** if on camera, be aware of nervous habits like fidgeting with your hands or saying frequently saying, "um."
 - **Not assume the reporter/journalist's knowledge:** reporters/journalists are usually generalists who cover a variety of topics, so provide simple, easy to understand information.
 - **Have key messages:** prepare one to three key messages that are easy to remember, sincere, and compelling.

4. Media Onsite

- a. All requests for onsite media interviews, filming or photography will be approved or declined by the Chief Operating Officer.
- b. All onsite media must be escorted by an employee while on Boost CYAC property.

- c. The Chief Operating Officer will notify Boost CYAC employees and on-site partners about any media visits; further, they will advise if, when, and where it may involve photography or filming.

5. Proactive Media Relations

- a. All proactive interaction with the media, i.e. media releases, media advisories (including for fundraising events), media events and/or news conferences, must be coordinated with and approved by the Chief Operating Officer.
- b. The Chief Operating Officer will:
 - provide expertise and assistance in developing messaging, writing and distributing news releases, and coordinating and managing media conferences.
 - work collaboratively with all programs/departments of Boost CYAC to identify opportunities for media coverage.
 - consult with and/or notify CYAC partners if the proactive media relations could have an impact on operations.
- c. The Chief Operating Officer should be notified in a timely manner of significant achievements and initiatives to maximize communications opportunities through the media and other communication platforms.

6. Emergency Response Statement

- a. In the event of an emergency (i.e., power outage impacting operations, natural disaster, unplanned office closure, etc.), the Chief Operating Officer will, when necessary:
 - Gather relevant information and coordinate its distribution to Boost CYAC staff, students, volunteers, partners, and the local community.
 - Prepare and issue official statements regarding Boost CYAC operations to the media.
 - Compose and distribute email notifications to Boost CYAC clients & community partners.
 - Provide emergency updates on the Boost CYAC website and/or social media accounts.
 - Prepare update notifications, as required.