



<b>TITLE:</b>	<b>Media Relations</b>	<b>POLICY #04-04</b>
<b>CATEGORY:</b>	<b>Communications</b>	
<b>AUTHORITY:</b>	<b>Board of Directors</b>	
<b>ADOPTED:</b>	<b>September 17, 2024</b>	
<b>EFFECTIVE:</b>	<b>September 17, 2024</b>	

## Purpose

The purposes of this Policy are:

- to establish consistent media relations practices;
- to establish a chain of command for handling media inquiries;
- to establish spokespersons for the UNA who are authorized to speak on behalf of the organization; and
- to ensure consistent messaging during media interviews.

## Scope

This policy applies to all Board Directors, employees, and volunteers.

### 1. Definitions

- 1.1. **Media** and **Media Outlet** mean news outlets, for example: newspapers, magazines, television outlets, radio and internet publications.
- 1.2. **Media Contact** means the Communications Manager and, in the absence of that individual, the CAO.
- 1.3. **Spokesperson** means a representative of the UNA who is authorized to speak on behalf of the organization.
- 1.4. **CAO** means the Chief Administrative Officer.

### 2. Media Contacts

- 2.1. All request from the Media should be directed to the Media Contact.
- 2.2. The Media Contact gathers information and evaluates whether the request falls under the UNA's purview; liaises with the Spokespersons; assists in scheduling the interview; and prepares the Spokespersons for the interview.

### 3. Spokespersons

- 3.1. The Chair and the CAO serve as the Spokespersons.
  - 3.1.1. The Chair or the CAO may delegate the responsibility of Spokesperson to a representative they consider to be a more suitable subject-matter expert.
- 3.2. Media training can be provided to Spokespersons or their delegates, if they have not had any.



#### **4. Board Directors, Staff, and Volunteers**

- 4.1. Board Directors, employees, and volunteers who are not Spokespersons are asked to refrain from speaking on behalf of the UNA without prior consultation with the Media Contact. If they are approached by the Media for information on matters related to the UNA's operations, they should refer the Media Outlet to the Media Contact, who will do the initial assessment to determine a course of action.

#### **5. Media Relations Practices**

- 5.1. Media Contacts and Spokespersons should respond to inquiries from the Media using the following principles and practices:
- 5.1.1. The UNA is a knowledgeable, trustworthy, transparent and fiscally-sound decision-maker, and community-centered organization and should be positioned as such during interviews with the Media.
  - 5.1.2. The UNA welcomes inquiries from the Media that are relevant to its purview and its Media Contacts are accessible to reporters and Media Outlets.
  - 5.1.3. The UNA makes every possible effort to respond directly to questions from the Media if the topic is within its purview. If the UNA is unable to meet the Media Outlet's deadline, the UNA will decline the interview as soon as possible
  - 5.1.4. The Media Contacts and Spokespersons may establish procedures or create tools to help them evaluate and respond to requests from the Media more effectively and efficiently as long as they adhere to the rules and principles set forth in this Policy.

#### **Policy History & Information**

Original Policy Approval Date	September 17, 2024
Review Date	September 17, 2027 (every three years)

#### **Related Documents & Legislation**

- UNA Media Relations Procedures and Guidelines