

	Subject:	No. of Pages:	Effective Date:
	Media Relations Policy		October 10th, 2018
	Type:	Version #: 1.2	Approved: HR Committee

Media Relations Policy

Intent

Effective media relations are critical to the ongoing success of OCTEVAW and the way that OCTEVAW is perceived by our members, stakeholders and the public at large. OCTEVAW will work to ensure that information regarding the organization is accurate, informative and positive. OCTEVAW will work to manage information provided to media outlets, including traditional news media formats and online coverage.

Guidelines

- Information will be provided regarding our campaigns, services and initiatives to the media and the public at large as appropriate.
- The executive director and/or board chair will (if necessary) appoint designated media spokespersons to convey news to media outlets, and respond to their inquiries.
- OCTEVAW will provide a consistent source of information when posting news to any media format, and when responding to inquiries.
- OCTEVAW staff shall direct any media inquiries to the Executive Director and/or board chair.

Public Statements

- Public statements regarding or in reference to OCTEVAW must use positive language, and shall not defame, and / or speak negatively of OCTEVAW as an organization, OCTEVAW staff or OCTEVAW committees.
- OCTEVAW strictly prohibits the disclosure of confidential information regarding our processes, campaigns, objectives, financial information, or any other information protected as confidential under the OCTEVAW Confidentiality Policy.
- OCTEVAW strictly prohibits the public communication of unverified information, e.g. rumours or information gathered from a third party.
- OCTEVAW media releases must use appropriate trademark information.
- OCTEVAW media releases must be approved by the Executive Director prior to their release.
- Only a designated OCTEVAW spokesperson shall be allowed to make public statements and/or provide media releases.

Acknowledgement and Agreement

I, (Employee Name), acknowledge that I have read and understand the Media Relations Policy of OCTEVAW. Further, I agree to adhere to this policy and will ensure that employees working under my direction adhere to this policy. I understand that if I violate the rules/procedures outlined in this policy, I may face disciplinary action, up to and including termination of employment.

Name:	_____
Signature:	_____
Date:	_____
Witness:	_____

•