



<i>Doc Name</i>	MEDIA RELATIONS POLICY
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Preamble

Media relations policies are critical for any organization, including the Chilliwack Curling Club. By implementing a media relations policy, the Chilliwack Curling Club can effectively communicate with the media and promote its mission and values to the public.

Definitions

<i>PIPA</i>	British Columbia Personal Information Protection Act
CCC	Chilliwack Curling Club
CCC personnel	Members, employees, contractors, volunteers of Chilliwack Curling Club

Scope

The purpose of this media relations policy is to provide guidelines and procedures for communicating with the media in a timely, accurate, and consistent manner, and to ensure that all statements, releases, and interviews are aligned with the Chilliwack Curling Club's mission and values.

General Policy

1. Spokespersons

Only the General Manager or a designated Board member can serve as official spokespersons for the Chilliwack Curling Club. All media inquiries must be directed to the General Manager or the designated Board member.

2. Responding to Media Inquiries

The General Manager or designated Board member will respond to all media inquiries promptly and professionally. They will coordinate with the Board of Directors and other CCC personnel as necessary to ensure that responses are accurate, consistent, and aligned with the Chilliwack Curling Club's mission and values.

3. Media Releases

All media releases must be approved by the General Manager or a designated Board member before being issued. The release should be factual, clear, and concise. It should also include the Chilliwack Curling Club's name, logo, and contact information.

4. Interviews

The General Manager or designated Board member will handle all media interviews. CCC personnel who are approached by the media should refer them to the General Manager or designated Board member.

4.1. Preparation

Before conducting an interview with a media outlet, the General Manager or designated Board member should prepare thoroughly. This includes

reviewing the purpose of the interview, understanding the media outlet's audience and tone, identifying key messages, and anticipating potential questions.

By identifying the media person and organization and the subject(s) or topic(s) of the interview, the General Manager or designated Board member can effectively prepare for the interview and ensure that they are providing accurate and consistent information to the media. This can help to promote the nonprofit curling club society's goals and objectives and enhance its reputation with the public.

- 4.1.1. Media outlet and journalist: The General Manager or designated Board member should identify the media outlet and journalist who will be conducting the interview. They should research the media outlet's audience and tone to ensure that they are well-informed on the type of coverage the media outlet provides. Additionally, they should familiarize themselves with the journalist's previous work and their style of reporting.
- 4.1.2. Interview subject and topics: The General Manager or designated Board member should also identify the specific subject(s) or topic(s) of the interview. They should prepare talking points and key messages that align with the organization's mission and values, and anticipate potential questions or concerns that the journalist may raise. The preparation should also include any relevant facts, statistics, or anecdotes that could help support the organization's position.

4.2. Consistency:

All media interviews conducted by the Chilliwack Curling Club should be consistent with the organization's mission and values. The General Manager or designated Board member should ensure that the message being conveyed is accurate, concise, and aligned with the organization's goals.

4.3. Spokesperson:

Only the General Manager or designated Board member should serve as an official spokesperson for the Chilliwack Curling Club. This includes all interviews, whether they are conducted in person, over the phone, or via email.

4.4. Recording:

If the interview is conducted over the phone or via email or chat, the General Manager or designated Board member should confirm with the media outlet if the interview will be recorded. If it is recorded, the Chilliwack Curling Club should request a copy of the recording or transcript for review. A recorded interview should not be conducted unless this is agreed in advance.

4.5. Follow-up:

After the interview has been conducted, the General Manager or designated Board member should follow up with the media outlet to ensure that the message conveyed is accurate and to address any potential concerns or questions.

4.6. Review:

All interviews conducted by the Chilliwack Curling Club should be reviewed by the General Manager or designated Board member to ensure that the message conveyed is consistent with the organization's mission and values.

5. Social Media

The Chilliwack Curling Club may use social media to communicate with its members and the public. Social media posts should be reviewed and approved by the General Manager or designated Board member before being posted.

6. Crisis Communication

In the event of a crisis, the General Manager or designated Board member will be responsible for communicating with the media. They will work closely with the Board of Directors and other CCC personnel to ensure that all communications are timely, accurate, and consistent.

7. Training

All CCC personnel who may be in contact with the media must receive training on this media relations policy and be aware of their role in promoting the Chilliwack Curling Club's mission and values.

8. Review

This media relations policy will be reviewed annually by the Board of Directors to ensure that it is up-to-date and aligns with the Chilliwack Curling Club's goals and values.

Special Policy Considerations

9. Canadian Charter of Rights and Freedoms

If the issue at hand involves the Canadian Charter of Rights and Freedoms, the Chilliwack Curling Club must ensure that all statements, releases, and interviews are consistent with the Charter's principles. These principles include freedom of expression, freedom of religion, and the right to peaceful assembly. It's important to note that any restrictions on these rights must be reasonable and justifiable in a free and democratic society

10. British Columbia Personal Information Protection Act (PIPA)

If the issue at hand involves the Personal Information Protection Act (PIPA), the Chilliwack Curling Club must ensure that they are not disclosing personal information without the consent of the individual. PIPA governs the collection, use, and disclosure of personal information by organizations in British Columbia. If the Chilliwack Curling Club needs to disclose personal information to the media, they must ensure that they have obtained the individual's consent or that the disclosure is allowed under PIPA.

11. Media Relations Strategy

When dealing with issues that may involve the Canadian Charter of Rights and Freedoms or PIPA, the Chilliwack Curling Club should have a clear media relations strategy in place. The General Manager or designated Board member should work closely with legal counsel to ensure that all statements, releases, and interviews are consistent with the Charter's principles and PIPA. Additionally, the General Manager or designated Board member should be prepared to respond to media inquiries promptly and professionally, while being mindful of the legal implications of any statements.

12. Training

All CCC personnel who may be in contact with the media must receive training on the Canadian Charter of Rights and Freedoms and PIPA, and their role in protecting personal information and upholding Charter principles.

--- End of MEDIA RELATIONS POLICY ---