



Effective date October 13, 2016

Approved by Capital Region Board

## **MEDIA RELATIONS**

### **PURPOSE**

This policy for media relations provides for timely and accurate exposure of the Capital Region Board (CRB) decisions, programs, and activities to build regional awareness and enhance CRB's corporate reputation.

### **POLICY**

The Capital Region Board (CRB) shall build and maintain good working relationships with appropriate media and provide accurate and consistent information to them in order to more broadly communicate with members, regional stakeholders, and the public at large.

### **GUIDELINES**

1. The Chief Executive Officer (CEO) has overall responsibility for ensuring media relations and information provided to the media , and/or posted to social media, is consistent with the Advocacy and Communications Strategic Plan, approved Board positions, and consistent with the CRB brand.
2. To ensure media information needs are met in the most appropriate way, all media inquiries or requests for interviews or information concerning CRB shall be directed to the CEO or his/her delegate for action.
3. All responses to media inquiries and requests shall be factual, accurate, and timely.
4. Any Board member and the CEO or authorized delegate may share and speak with the media about information available in the public domain such as Board decisions, data, approved reports, programs, and activities.
5. On matters not in the public domain or of a political nature, the Chair of the CRB is the organization's official spokesperson. The Chair may seek assistance from other Board members to act as the lead on a particular issue.
6. To ensure brand and content consistency, all key messages for social media, media advisories, news releases, invitations to the media to attend CRB meeting and events, etc. shall be approved by the CEO and/or Board Chair before distribution.

Nolan Crouse, Board Chair

Document Tracking		
Date	Status	Comments
October 13, 2016	Approved	Board approved