

**EMPLOYEE CONDUCT – PUBLIC RELATIONS**

**HR C6**

**INTENT**

To outline the directions employees must adhere to with regard to requests from the media.

**POLICY**

The Executive Director will act as the spokesperson for the Society. Any media contacts related to the work of the Society must be reviewed by the Executive Director. The Executive Director may delegate this review to staff or Board members as appropriate.

**PROCEDURE**

1. When an employee receives a request for information from the media, they will make a note of the person’s name and the information requested.
2. The employee will immediately notify the Executive Director or the Executive Assistant.
3. The Executive Director will address the media request or will designate a staff member to respond to the request.

**OTHER GENERAL GUIDELINES**

1. Staff attending meetings, seminars or doing public speaking on behalf of the Society will reflect the Mission, Guiding Principles and Values of the Society.
2. All printed materials and signage issued by the Society will carry the current logo of the Society. All such materials must be reviewed by the Manager of Community Connections for compliance with this requirement.
3. Printed materials includes but are not limited to brochures, posters, business cards, reports for public distribution.

<b>EFFECTIVE:</b> December 1, 2015	<b>APPROVED BY:</b> Executive Director	
<b>REPLACES:</b> April 1, 2014	<b>MONITORING:</b> Executive Director	<b>FREQUENCY:</b> Annually