



POLICY

Policy Area: Public Relations	Subject: Media
Title of Policy: Media Requests	Policy Number: 3.1.1
Approved Date: August 11, 2020	
Effective Date: November 24, 2020	Revision Date:
<p>1. Rationale or background to policy:</p> <p>1.1. To ensure a clear and consistent process is followed when media requests are received.</p> <p>2. Policy Statement:</p> <p>2.1. The opinions expressed by the CSBA are of great importance as our mission is to be a national voice. As such, communications must be representative of a national view and reflect the values of the entire association.</p> <p>2.2. To the extent possible, CSBA will assess and where judged appropriate, accept media requests to ensure maximal exposure on the national stage.</p> <p>2.3. Wherever possible, messaging should be based on the value statements of the association and the position statements of the Strategic Plan.</p> <p>2.4. When it is not clear if members have differing opinions on an issue or the issue is about activities in a specific jurisdiction, the responder should refer the request to the Member Association or when time permits, to the board for “national” feedback.</p> <p>2.5. The President of CSBA always speaks on behalf of the national association when communicating with the media or through any other public means. When a designate responds, it should always be clearly indicated whether they are speaking on behalf of their own province or on behalf of CSBA.</p> <p>3. Procedure:</p> <p>3.1. Requests should be referred to the CSBA office.</p> <p>3.2. Requests should be referred first to the President and then, a designate.</p> <p>3.3. Media outlets need to be vetted when possible.</p> <p>3.4. All board members should be advised when an interview or an article is done on behalf of the CSBA.</p> <p>3.5. The association will provide funding for media training for the incoming president.</p>	