



Type: Governance
Authority: Board
Related Documents:

Preamble

From time to time, Grey Bruce Hospice (GBH) is approached by news media to comment on hospice palliative care issues. In addition, GBH may approach local media to highlight announcements, accomplishments or to promote annual events or new programs and services.

The media plays an important role in shaping our public reputation and in providing information to our community. It is mutually beneficial to maintain open, honest and timely communication with media.

Policy Statement

This policy outlines interaction with news media, both local and provincial. It is important therefore, that media relations be conducted in a coordinated, professional manner to ensure information is presented clearly and in a way that is consistent with the corporate identity of GBH.

128.01 Official Spokesperson

1. The Executive Director is the official spokesperson for GBH operational matters.
2. The Board Chair is the official spokesperson for all Governance matters.
3. At any time the official spokesperson may designate another Board member, staff, representative or volunteer to be the spokesperson on specific issues.

128.02 General Communications

1. Responsible Parties
 - 1.1. The Communications Coordinator has responsibility for media relations, including contracting, placing ads and releasing press releases.
 - 1.2. The Funds Development Officer has the responsibility for media relations specific to fundraising events.
2. These two parties should meet regularly and work to ensure the media and communications process is seamless.
3. All media releases must be approved by the Executive Director prior to issue.
4. Each department is responsible for ensuring that the Executive Director is updated on potentially significant issues in their area of expertise that could result in media reaching out for a news story.

128.03 Privacy & Consent

1. GBH will not interview or photograph residents or their families without written consent. Where the subject is a minor, GBH will obtain written consent from a parent or legal guardian.
2. GBH will protect staff images and will only use images with consent. When staff participate at public events, consent is implied.
3. GBH will keep signed consent forms on file in compliance with the applicable privacy legislation and our policy/practice.

128.04 Use of Logo or GBH Insignia

Any use of the GBH name and logo for external promotion must be authorized by the Executive Director. Authority for use in general activities of the Communications Coordinator and the Funds Development Officer is deemed as approved as part of their functions.

128.05 Review Cycle

All Administrative policies shall be reviewed in the odd year.

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