

**STATEMENT of POLICY and PROCEDURE**

Manual:	Operations	SPP No.	<b>OP-1.09</b>
Section:	Communications & Engagement	Issued:	Nov. 26 2015
Subject:	<b>Media Communication &amp; Authorization</b>	Effective:	Nov. 26 2015
Issue to:	All Manual Holders	Page:	1 of 3
		Replaces:	<b>NEW</b>
Issued by:	Chief Operating Officer	Approved:	NEW

**1 PURPOSE**

1.01 The Thunder Bay Regional Research Institute (TBRRI) recognizes the value of media relations in communicating relevant and important information to the public. TBRRI receives communications support from the Thunder Bay Regional Health Sciences Centre (TBRHSC). As part of this relationship, media communication and authorization for TBRRI is managed by the Health Sciences Centre's Communications and Engagement Department in consultation with TBRRI senior management.

In addition:

1. The TBRHSC Communications & Engagement Department co-ordinates the timing and material communicated to the media and the public to ensure the accurate and consistent flow of information. The interests of the patient are foremost at all times.
2. TBRRI personnel assigned the responsibility of supplying information to the media must do so with a helpful and positive attitude, acknowledging that the media fulfil an important role in our community. While final responsibility rests with the Chair and the CEO, specific responsibility for media and public relations is delegated to the TBRHSC Communications & Engagement Department.

**2 SCOPE**

2.01 All persons engaged with Thunder Bay Regional Research Institute as staff, students/learners, professional staff, volunteers and service providers must be aware of the protocol which ensures the delivery of accurate and timely information via the media to public audiences.

**3 POLICY**

3.01 Media Spokespersons

- On matters relating to the Board of Directors or the performance of the CEO, the Chair of the Board or person delegated this responsibility.
- On scientific programs, projects and activity, the CEO or person delegated this responsibility.

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- On matters relating to the management of TBRI, the CEO or person delegated this responsibility.
- On general news matters, ongoing TBRI programs or promotional activities, the TBRI Senior Director, Communications & Engagement or designate.

3.02 Media Authorization

- Members of the media must receive authorization from the TBRI Communications & Engagement Department, and/or be escorted when reporting on TBRI and TBRI premises.
- Anyone contacted by the media requesting interviews or photographs/videotape regarding TBRI activities, is to forward the request to the Administrative Assistant for the TBRI Communications & Engagement Department.
- TBRI and TBRI have the right to prohibit the media from interviewing patients and employees, taking photographs/videotape or in any way invading the privacy of individuals.

**4 PROCEDURE**

- 4.01 News and information releases, media advisories and public service announcements are written or reviewed, edited and approved by the TBRI Communications & Engagement Department.
- 4.02 Requests for TBRI Communications & Engagement services concerning the preparation of media materials will be processed using the Communications & Engagement Intake Process (contact the Administrative Assistant at ext. 6010 for more information).
- 4.03 The Communications & Engagement Department staff will acquire approval of any quotes which appear in media materials and are made by or attributed to individuals associated with TBRI.
- 4.04 The TBRI CEO or designate will approve all media material concerning TBRI business and activities prior to distribution by the Communications & Engagement Department.
- 4.05 The TBRI Communications & Engagement Department will notify the TBRI CEO and/or EMC of planned media activities as appropriate.
- 4.06 All media materials shall include the TBRI name and/or appropriate sub-heads and/or logo and contact information.

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- 4.07 Media materials shall be distributed via the current media contact list of the TBRHSC Communications & Engagement Department.
- 4.08 All media enquiries shall be forwarded to the TBRHSC Communications & Engagement Department.
- 4.09 When approached by media, non-spokespersons of TBRI shall maintain a positive and helpful attitude and support the media relations policy by forwarding the enquiries to the TBRHSC Communications & Engagement Department.
- 4.10 It is the responsibility of the TBRHSC Communications & Engagement Department to:
- determine the needs of the media representative and the response timelines
  - gather background information required for accurate and comprehensive responses
  - brief the spokesperson(s)
  - ensure a response to the media is made within the timelines when possible
  - manage resulting enquiries