

STATEMENT of POLICY and PROCEDURE

Manual:	Operations	SPP No.	OP-1.08
Section:	Communications & Engagement	Issued:	Nov. 26 2015
Subject:	Production of Publicly Distributed TBRI Promotional Materials	Effective:	Nov. 26 2015
Issue to:	All Manual Holders	Page:	1 of 2
		Replaces:	NEW
Issued by:	Chief Operating Officer	Approved:	NEW

1 PURPOSE

- 1.01 To ensure all publications and other materials and information of Thunder Bay Regional Research Institute (TBRI), intended for wide public consumption, appropriately reflect the Mission and Vision of TBRI, maintain current branding standards, include key messages where appropriate, and reflect the professional standards of TBRI.

2 SCOPE

- 2.01 This policy applies to all individuals including, but not limited to scientists, students/learners, employees, volunteers, third party event hosts, who produce publications, information and other material intended for wide public distribution on behalf of TBRI, and to all resulting materials produced internally or externally.

This policy does not apply to materials produced or intended for closed interactions (i.e. presentations to select, invited guests) or to personalized information exchanges. Academic works (e.g. publications, presentations, etc.) are also exempt and fall under the mandate of the Scientific Director.

3 POLICY

- 3.01 The Thunder Bay Regional Health Sciences Centre's (TBRHSC) Communications & Engagement Department will work in conjunction with the TBRI Director, Strategic Partner Relations and Special Projects (DSPRSP) to coordinate, review and approve all information, publications and materials for public release. Until approved, all draft documents are to be treated as confidential and are not to be externally distributed.

Consultation with additional TBRI staff may be required depending on subject matter and cost implications associated with the development, reproduction and distribution of the material.

The CEO and senior management will be consulted regarding material and publications that pose a reputational risk or opportunity to the Research Institute.

The signature of TBRHSC Director, Communications & Engagement and TBRI DSPRSP, or designate, on the TBRI Content Approval Form indicates approval to proceed with publication production and dissemination.

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Materials and publications include, but are not limited to: the TBRI website, promotional and informational advertisements (not including Human Resources recruitment), posters, programs, brochures, newsletters, articles, presentations and videos prepared in hard copy and/or electronically for distribution to broad external audience groups.

Use of TBRI's logo by an external party shall be authorized by the Director of Strategic Partner Relations and Special Projects.

4 PROCEDURE

- 4.01 Employees or the designate responsible for TBRI initiatives, projects, events, etc. are to identify, in consultation with the TBRHSC Communications & Engagement Department, publication needs associated with the initiative, project, event., etc.