

**Regional service commission #6**

**Media relations Policy 13-03**

## **Introduction**

It is always important for an organization to set up a media protocol. This makes it possible to better diffuse the organization's message and to ensure the coherence of the institutional message conveyed to the media. Furthermore, a well established policy allows a better media accessibility by the organization and puts a responsibility on the employees and members of the board of directors to respect the guidelines indicated in this document.

This policy permits the Regional Service Commission #6 to establish and conduct guidelines in order to efficiently communicate to the media.

## **Official spokesperson**

Depending on the structure of the organization, the spokesperson can be a person or several persons who can be solicited according to the subject. All employees and the members of the board of directors must know which spokesperson can discuss with the media on all subjects.

- Spokesperson for the Regional Service Commission #6
  - The Chairman and Vice-Chairman for all questions of political nature.
  - The Executive Director for all administrative and operational questions.
  - The planning Director for all questions about regional planning.
  - The solid waste Director for all questions about solid waste management.

All requests for an interview with a member of the board of directors or an employee other than the spokesperson mentioned above must have the approval of the Executive Director.

## **Nature of the information diffused to the media**

Regarding the nature of the information which is shared with the media, the Commissions' spokesperson must only share factual and veracious information. The spokesperson for the board of directors such as the Chairman and Vice Chairman can emit opinions, reports or evaluations in the name of the Commission's board of directors.

## **Information accessibility**

The Regional Service Commission#6 answers to the requests for information during the business hours. Monday to Friday from 8:30am to 12:00am and from 1:00pm to 4:30pm.

## **Notice to media**

A notice to the media is to some extent an invitation made to inform them of the standard of the organizations' event. In a nutshell, a notice with the media is a short message without being too precise which normally arouses the interest of the media.

➤ The notice should answer to the following questions :

- Who
- What
- When
- Where
- Why

It must include the name of the people attending the event and the name of a resource person to share more information with the media if necessary.

## **Press release**

It is very useful to have a press release for the media but also for the organization that emits the document. In general, the media uses press releases as additional information to write their article or interview. For the organization, it is a document which contains all the necessary information so that the journalists communicate the correct information in the media.

A press release can contain data sheets, data, graphs, quotations, expert declarations, etc.

## **Board of directors meetings**

The meetings of the board of directors are public and accessible to all. The said meetings can only go behind "closed doors" if the discussion is of private matter as indicated in the Article 10.2 (4) and 10.2 (5) of the Municipalities Act.

The journalists must respect the following regulations.

- Installation of the audio-video equipment 10 minutes prior the beginning of the meeting.
- Limit the displacement of all equipment (not to disturb the course of the meeting).
- Respect the designated seating area.
- No questions asking during the meeting.
- No collecting of images or of confidential documents.

THIS POLICY WILL TAKE EFFECT ON MAY 1ST, 2013.