



POLICY FOR MEDIA RELATIONS & DISSEMINATION OF INFORMATION

**FOR
THE TAY VALLEY POLICE SERVICES BOARD**

[Police Services Act, Section 37]

1.0 PURPOSE

1.1 The purpose of this policy is to outline provisions for the dissemination of information on behalf of the Police Services Board.

2.0 SCOPE

2.1 This policy applies to the Tay Valley Police Services Board.

3.0 BOARD SPOKESPERSON

3.1 Unless otherwise specified, the spokesperson for the Board shall be the Chair of the Board. Should the Chair be unavailable, the Vice-Chair shall be the spokesperson for the Board.

3.2 On matters of factual information, administration of the Board or communicating a decision of the Board in response to an enquiry, the Board Secretary may act as a resource person on behalf of the Board.

3.3 In special circumstances or where a Board sub-committee has been established on a specific issue, the Board designates the Chair of the Committee, to act as spokesperson for the Board.

3.4 Board members may communicate a position of the Board; however, should a Board member publicly disagree with a position of the Board, or should a Board member comment upon a matter not yet before the Board, he/she will clearly identify that they are speaking as an individual and not on behalf of the Board. Nor shall a Board member state the Board has taken a position on a matter, until the matter has been voted upon.

4.0 MEDIA RELEASES

4.1 Media releases shall be approved by the Chair or the Chair's designate (the Vice-Chair) prior to release. Board members shall receive a copy of the release as soon as possible once it has been approved.

5.0 NEWS CONFERENCES

- 5.1 News conferences shall be called only at the discretion of the Chair or the Chair's designate (the Vice-Chair). When possible, Board members shall be advised of the event prior to its taking place.

6.0 PROMOTION/PROACTIVE MEDIA RELATIONS

- 6.1 When the Board identifies an issue it wishes to raise publicly, plans an event or launches an initiative or plans an outreach meeting, an action plan shall be developed to communicate this information to the public through the media. This action plan shall briefly outline what the Board wants to say and when and where this news will be announced.

- 6.2 Written communication is a way to provide basic information. The Board may provide information regarding the Board, the Board's activities or policing initiatives via the following outlets:

- on the Police Service Board page of the Municipal website
- on the Municipal Facebook page
- in the Municipal Matters section of the local newspaper
- any other communication means

7.0 EXEMPTION

- 7.1 Except as otherwise provided, the following issues shall only be submitted to the media through the O.P.P. Lanark County Detachment – Community through the Detachment Commander, or designate:

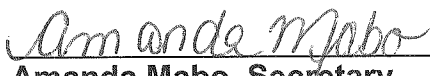
- Labour Relations and Negotiations;
- Neighbourhood Watch Updates;
- Staffing;
- Investigations (internal and external);
- Operational Issues.

8.0 CONFIDENTIAL INFORMATION

- 8.1 Confidentiality protocols shall be observed when communicating with the media.

Tay Valley Police Services Board:


Maureen Towaj, Chair


Amanda Mabo, Secretary

Date: May 8, 2012