

ATTACHMENT #2 - POLICY CHANGE: POLICY I-13

Number and Title: I-13 Media Policy

Effective Date:
April 9, 2020

Approval Date:
April 9, 2020

Policy Type:
Internal Policy

Review Date:
Every two (2) years

Responsible body:
Executive Committee

Authority:

AMS Bylaw 5, Section 1(a)

"[Council] may make such further rules and regulations as may be considered necessary for the Society, provided such rules and regulations are consistent with the Constitution, Bylaws, and Code of the Society."

AMS Code of Procedure Section II, Article 11(1)

"Council may create external and internal policies as well as combined policies."

Purpose and Goals:

This Policy is designed to:

1. Ensure that the external communications with the media, and the wider community, is shared in a manner that is consistent, accurate, fair, and timely;
2. Pursue a culture of transparency and openness;
3. Remain committed to the dissemination of knowledge in a prompt and fair manner; Ensure that all AMS Executive and staff communicating with media have received proper, successful media training.

Applicability:

This policy is applicable to all statements or comments requested by media, as well as those issued on behalf of the AMS to all media platforms and outlets, including print, online, digital, and social media.

Exclusions:

There are no exclusions for this policy.

Definitions:

For the purpose of this policy:

- *President:* The primary person authorized to engage directly with the media on behalf of the AMS. They represent The Society and, as the spokesperson of the AMS, are responsible for ensuring accurate and consistent messaging to the media and the wider public.
- *Communications Manager:* Along with the President, the Communications Manager is also authorized to engage with the media, as an AMS Spokesperson.

- *Executive*: Includes the four Vice Presidents: VP Finance, VP Academic and University affairs, VP External Affairs, and VP Administration. These individuals offer their subject matter expertise, relevant industry and communications skills, to ensure the external communications are accurate, consistent, and represent the needs and concerns of the AMS.
- *Subject Matter Expert*: Any AMS staff member with extensive knowledge and understanding on any issues or topics which may be relevant to media releases or requests. AMS staff members and may be quoted in the media statements and releases issued from the President of the AMS/Communications Manager.

Policy:

1. AMS President & Communications Manager interview protocol:
 1. The President shall act as the primary person authorized to engage directly with the media on behalf of the AMS.
 2. The President shall act as the spokesperson of the AMS and be responsible for ensuring accurate and consistent messaging to the media and the wider public.
 3. Along with the President, the Communications Manager is also authorized to engage with the media, as an AMS spokesperson.
2. AMS Executive and Subject Matter Expert interview protocol:
 - a. At the discretion of the AMS President and Communications Manager, the AMS Executives or select members of permanent staff, may be permitted to have direct contact with the media as designated spokespersons. In order to do so, the following three conditions must be met:
 1. The designated spokesperson has undergone successful media training, approved by the Communications Manager and President;
 2. The designated spokesperson has established talking points with clear and consistent messaging, for review by the President, Communications Manager, and the AMS Executive team;
 3. The media request has been cleared and approved through the office of the President and Communications Manager.
3. AMS media release and statement protocol:
 - a. The AMS President and Communications Manager are responsible for creating media releases and sending them to the appropriate external and campus media;
 - b. In order to ensure timely dissemination, the Communications Manager and AMS President will determine a strict deadline by which designated AMS Executives and staff will be responsible for contributing their:
 1. Content;
 2. Consultation;
 3. Expertise.
 - c. Media releases that concern highly time sensitive or particularly contentious issues will still be circulated to collect immediate feedback, by a specified deadline, from the:
 1. Executives;
 2. Policy Advisor;
 3. Managing Director;
 4. Appropriate staff.
 - d. After the indicated deadline, the Communications Manager and AMS President have the authority to distribute the media release in a timely and appropriate manner.

Consultations:

The following groups have been consulted during the development of this policy:
The President, Communications Manager, Managing Director, Executive Committee

History:

This policy was initially outlined as a Media Relations Protocol before it was rewritten into policy.

I-13 Media Policy Approved 2018-01-10

Related Policies:

There are no policies related to this policy.