

**Number & Title:** CM1 - Media Interactions and Statements

**Effective Date:**

April 28, 2022

**Approval Date:**

April 27, 2022

**Policy Type:**

Internal Policy

**Review Date:**

Every four (4) years

**Responsible Body:**

Executive Committee

**Designated Executives and Staff Members:**

Marketing and Communications Manager, President

**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;
4. 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:**

1. **“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 or the Communications Manager.
2. **“The Communications Manager”**: *The full-time staff member in charge of the Society’s communications and marketing.*

**Policy:**

1. In all cases relevant to this Policy, all personnel including the Communications Manager, shall first defer all media interactions, media requests, and statement releases to the President. If the President is not reachable, out of office, or the position is vacant, these items shall first be deferred to the Communications Manager.
2. President & Communications Manager interview protocol:
  - a. The President shall act as the primary person authorized to engage directly with the media on behalf of the AMS.
  - b. 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.
  - c. Along with the President, the Communications Manager is also authorized to engage with the media, as an AMS spokesperson when approved or directed to do so by the President.
3. Executive and Subject Matter Expert interview protocol:
  - a. At the discretion of the President and Communications Manager, members of the Executive or select 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:
    - i. The designated spokesperson has undergone successful media training, or has been given an exception by the President or the Communications Manager.
    - ii. The designated spokesperson has established talking points with clear and consistent messaging, and these points have been reviewed either by the President or the Communications Manager.
    - iii. The media request has been cleared and approved by either the President or the Communications Manager.
4. Media release and statement protocol:
  - a. The President and Communications Manager are responsible for the creation of media releases and statements.
  - b. The President and the Communications Manager shall be responsible for the posting and distribution of media releases and statements to the AMS website, and other appropriate media organizations.
  - c. The President and Communications Manager shall endeavour to ensure that relevant personnel have an opportunity to contribute to media releases and statements that are relevant to their work.
    - i. The President and the Communications Manager should always endeavour to collect feedback on media releases and statements from members of the Executive.

- d. At their discretion, the President and the Communications Manager may facilitate consultation on media releases and statements with internal and external stakeholders.

**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.