

POLICY ON MEDIA RELATIONS

Department responsible : General Administration	Approved by : _____ Director general
Effective date : June 6, 2018	Amended :
References :	

As a public institution, Kativik Ilisarniliriniq (KI), its programs, activities and plans are of special interest to the public. It is important to present the school board in a manner that is both accurate and consistent with our mandate and mission as an organization. Furthermore, it is the school board's responsibility to provide accurate and consistent public information to avoid any misunderstanding, misinterpretation, or confusion.

In the interest of an orderly, consistent and proactive management of the information released to the media, the following policy and procedures are in effect :

1. DEFINITION

- 1.1 [coordinator of communications](#) The term designates the individual whose assigned responsibilities within the organization are the coordination of the school board's media relations, communications and public relations. It is understood that the specific job title of this individual may evolve over time.

2. GUIDING PRINCIPLES

- 2.1 [principles](#) Media interactions are undertaken with the following principles in mind :
- Accessibility to subject matter experts is preferred;
 - Follow-up must be timely and responsive to the need;
 - Accuracy and honesty are a requirement of all communication efforts;
 - Where an issue can be proactively addressed, that is preferred;
 - Relationships are based on mutual respect;
 - All media activities are undertaken with the objective of contributing to the board's mandate and mission. In this perspective, ensuring clear connections between specific initiatives and the broader strategic direction of the school board is highly desirable;



- Professionalism is a requirement in all aspects of effective media relations.

3. THE KI SPOKESPERSON

- 3.1 [spokespersons](#) Depending on the nature of the issue or media enquiry at hand, the President or the Director General are the spokespersons of the school board.
- 3.2 [presidency](#) The Presidency is responsible for communications concerning the representations, declarations and political decisions of the Council of Commissioners and the Executive Committee of the School Board.
- 3.3 [director general](#) The Director General is responsible for communications relating to the administrative decisions and the entire communication of the School Board as an organization.
- 3.4 [others spokespersons](#) As appropriate, and in consultation with the Director General of the school Board, the coordinator of communications can also designate department Directors or department experts to act as spokespersons for the organization.
- 3.5 [main rule](#) Generally, the ideal spokespersons are those employees with media training and subject matter expertise on the issue at hand. In certain situations, at the discretion of the President, Director General and coordinator of communications, an official spokesperson may be designated and others asked to refer all enquiries to that person. To ensure consistent messaging, there should generally not be more than one board's spokesperson per issue or media enquiry.
- 3.6 [commissioners](#) In their public communications, the commissioners help to convey, in their communities, the strategic directions, policies and decisions made by the Council of Commissioners. All the public communications of the commissioners are done in accordance with the code of Ethics and Professional Conduct applicable to commissioners and in respect of board decisions. In all cases, the declaration of a member of the Council shall remain personal, unless the commissioner has received an official mandate from the Council of Commissioners, the Executive Committee or the Presidency allowing him or her to act as a spokesperson.



- 3.7 [elected representatives](#) In all cases, the declaration of elected representatives of the school board who are not members of the Council of Commissioners (for example, Education Committee members) shall remain personal, unless the elected representative has received an official mandate from the Council of Commissioners, the Executive Committee or the Presidency allowing him or her to act as a spokesperson.
- 3.8 [prohibition](#) No employee of the School Board is authorized to make statements in the name of the organization. Oral and written communication with the media, in the name of the Board, must be conducted only by the official spokesperson of the School Board, unless otherwise authorized. This applies to all employees of the school board.
- 3.9 [employee](#) When an employee wishes to express his or her opinion on his or her personal behalf, the employee must ensure that he or she respects his or her duty of loyalty to the school board, whether on or off the premises. To do so, the employee must:
- clearly state that this is his or her personal opinion and not that of the school board;
 - express himself or herself with respect, caution and reserve, taking care not to damage or harm the reputation, image or interests of the school board and not to tarnish public confidence in the school board.

4. HANDLING MEDIA ENQUIRIES

4. [employee or an elected representative](#) When an employee or an elected representative of KI is contacted by the media, in any circumstances or for any reason, they must:
1. Write down the reporter's name, number and the media outlet they work for.
 2. Write down a description of the information the reporter wants. It is helpful to know as much as possible about the reporter's possible questions. As a rule of thumb, the more information, the better.
 3. Ask for the deadline, and when the reporter needs someone to get back to them.
 4. Let the reporter know someone will get back to them with the information or answers to their questions prior to their deadline.



5. immediately call the coordinator of communications and speak to him or her in person. The current contact details of the coordinator of communications are provided below under the section "How to reach the coordinator of communications".
6. Provide the coordinator of communications with all the information you have on the media enquiry.
7. Media calls are a priority and information must be relayed as quickly as possible. If you have been unable to reach the coordinator of communications by phone, always leave an "Urgent Message" with an employee at General Administration who will be able to quickly reach the coordinator. In addition to this, make sure you also send an e-mail at publicrelations@kativik.qc.ca or leave a voice mail with all the information you have on the media enquiry.

[coordinator of communications and the Public Relations team](#) When a media enquiry is received, the coordinator of communications and the Public Relations team will work to :

8. Identify key messages and align corporate messages for the response to the media enquiry.
9. Consider other issues and their implications.
10. Ensure a coordinated response from KI, so that only one spokesperson is responding (or more than one if this has been agreed on and approved).
11. Monitor media coverage of the issue.
12. Debrief the spokespersons and ensure media follow-up.

5. PROACTIVE MEDIA PLANNING

- 5.1 [responsibilities](#) The coordinator of communications and his or her team can ensure the best possible media response when involved as early as possible in issues that are likely to receive media attention. When a project or initiative is anticipated to be of media interest, the Communications and Public Relations team should be notified and be involved as soon as possible, in order to determine how best to manage and optimize media coverage.



6. EMERGENCY COMMUNICATIONS

6. [role of the coordinator of communications](#)
1. The coordinator of communications is involved in and kept informed of all emergency operations.
 2. The coordinator of communications is a member of any emergency operations committee established to manage the crisis/emergency.
 3. In crisis or emergency situations, all communications with the media is managed by the coordinator of communications in close coordination with the President or the Director General, and as applicable through the emergency operations committee.

7. REQUEST FROM FILMS, DOCUMENTARY AND OTHER EXTERNAL PRODUCERS

- 7.1 [procedure](#) All requests from video, audio, documentary or film producers wishing to film or record within the premises of KI's offices, schools, housing and education centres should be directed to the coordinator of communications. These requests will be examined and approved in consultation with the Director General and the department Directors or school principals and centre directors who could be affected by any of the activities related to the proposed production.

8. APPLICATION OF THIS POLICY

- 8.1 [previous provision](#) The present policy replaces any previous policy of the Board on the same matter.
- 8.2 [revision](#) The coordinator of communications is the person responsible for providing guidance in the interpretation of this policy and for ensuring its revision when necessary.

9. HOW TO REACH THE COORDINATOR OF COMMUNICATIONS

Cell phone number : 514 797 -8220
Desk phone number : 514 482-8220, #309
Email : publicrelations@kativik.qc.ca

