

SECTION: CORPORATE COMMUNICATIONS**NUMBER:****TITLE: MEDIA INQUIRIES & INTERVIEWS****PAGE: 1 of 2**

POLICY

1. The Board Chair will speak to matters relating to the CEO and his/her performance, compensation, recruitment, etc. All other organizational matters are to be addressed in the media by the CEO or designate.
2. The Chief Executive Officer (CEO) is, in the first instance, chief spokesperson for Central Health.
3. The CEO, in consultation with the Director of Corporate Communications, also authorizes members of the Senior Leadership Team and other designated staff of Central Health to represent the organization in the media as required.
4. The responsibility for management and determination of spokespersons for routine media inquiries is delegated to the Director of Corporate Communications.
5. Regarding matters relating to organizational performance, reputation and administrative policy matters, the most senior official with responsibility for the subject matter who is available will act in the position of spokesperson.
6. Any employee or member of the medical staff who is not a designated spokesperson shall not present himself/herself as a designated spokesperson for Central Health or any Central Health department without prior approval from the Director of Corporate Communications.
7. On clinical matters, an appropriate clinical leader within Central Health will act as spokesperson.
8. Occasionally, clinical experts may give interviews regarding clinical information, but must never comment on policy.
9. The Director of Communications does not generally act as spokesperson for the organization, but may do so under extraordinary circumstances. A Corporate Communications representative may provide background or routine information to media.
10. On a routine basis, because The Foundations are an agency of Central Health, Corporate Communications must be advised in advance of any interview, events, news releases or any other media relations activities conducted by The Foundations.
11. In the event that The Foundations engage Central Health staff members (including physicians) to offer public support/comment on issues related to The Foundations, those messages must be sanctioned by the Director of Corporate Communications. Staff members must be approved as spokespersons by the Director of Corporate Communications.

SECTION: CORPORATE COMMUNICATIONS**NUMBER:****TITLE: RELEASE OF CLIENT INFORMATION TO MEDIA****PAGE: 2 of 2**

PROCEDURE

1. Any Central Health staff member or physician with privileges who is contacted directly by the media – including switchboard operators – should redirect the inquiry/request to Corporate Communications at 709-256-5532.
2. Staff will forward media calls as soon as possible thereby enabling Corporate Communications staff to respond in a timely manner.
3. When contacted by Corporate Communications regarding a media inquiry, staff must place priority on that inquiry and respond to Corporate Communications as quickly as possible.
4. Any staff member who is contacted by media for comment/interview in any professional capacity (including as a representative of a professional body or organization) must advise Corporate Communications immediately.
5. Staff interviewed by media on their own time, as private citizens and not as representatives of Central Health, may not reference their position within Central Health or engage in an interview on or within Central Health property. Staff may not indicate or suggest Central Health approval for their own or others' private actions in this regard.
6. Should media wish to speak to a client, the Director or unit/program manager will be contacted by Corporate Communications. Director or unit/program managers will be responsible for ensuring that clients complete the appropriate consent form(s). The original(s) must be sent to Corporate Communications and a copy must be placed in the client's file.
7. Should a client express their desire to speak to the media to a staff member, the staff member must inform the unit/program manager, who must contact Corporate Communications. Clients must complete and sign the appropriate consent form(s).

PREPARED BY:

Stephanie Power
Director – Corporate Communications

APPROVED BY:

Karen McGrath
CEO

APPROVAL DATE:

January 2008