

1.19 Media Relations Policy

BACI recognizes the importance of engaging with Media to share information, raise the Association's profile, and shine a spotlight on initiatives or innovations that advance inclusion, collaboration and belonging.

Definition

Media may be defined as any print, radio, television or online media outlet. This includes national, regional, local, neighbourhood, community and ethnic media outlets. Online media refers to websites that publish news, investigative reports, analysis, commentary, events and/or general information.

Scope

The objectives of this policy are to provide a framework for the policies and guidelines that relate to all media-related activities at BACI. This policy applies to all employees, volunteers and Board Directors.

Guiding Principles

BACI is committed to:

- Supporting honest, respectful, transparent, and knowledgeable interactions with media.
- Responding promptly to media inquiries and coordinating media interviews in a fair and equitable manner.

All media requests must be directed to the Senior Manager, Communications & Resource Development. Requests may be directed to the Chief Executive Officer (CEO) if contact is made after hours.

Only the CEO, or individuals approved in advance by the CEO, may represent BACI when interacting with members of the media.

When engaging with media, BACI representatives must uphold the Association's Code of Ethics. The Code sets out how we conduct ourselves as professionals with respect to our colleagues, persons and families served, and within the community.

Protection of personal information (including images) and privacy is to be respected at all times.

Waivers should be obtained – by BACI staff or media – from any individual (or their parent/guardian if under 19), in order to videotape, photograph and/or record them on BACI facilities. BACI does not condone the recording of people's conversations or actions — by personal devices or BACI devices — without people's full consent.

Media Releases or Media Advisories:

- If a BACI staff outside of the Communications Department initiates a media release, a copy must be sent – before it is released – to the Communications Department or CEO. It will be reviewed and then distributed to all appropriate media by the Senior Manager, Communications & Resource Development
- When quoting any BACI staff in a release, the release must be approved by the person being quoted in advance of its release.
- All staff and officials identified as a contact should be available for comment during the day in which the release is issued.
- Media releases should be posted to the Association’s website by the Communications Department or designate.

Linking Policies

- 1.8 Code of Ethics
 - 1.12 Corporate Responsibility Policy
 - 1.18 Social Media Policy & Guidelines
 - 8.1 Privacy Protection for Individuals
 - 8.2 Privacy Policy – Plain Language
 - 8.3 Privacy Protection for Employees
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