



MEDIA RELATIONS PSB-AI-004

Effective Date: 1995/03/24
Amended: 2010/02/26
Reviewed: 2013/11/20

Policy Statement

It is the policy of the Regional Municipality of Peel Police Services Board that the requirements set out in this document shall form part of the Board Policies, and members and staff of the Board are hereby directed to comply with these requirements.

1. Subject

The guiding principles under which members of the Regional Municipality of Peel Police Services Board and staff of the Board are to conduct themselves in relation to contact with the news media.

2. Specific Definitions

“**board**”– means the Regional Municipality of Peel Police Services Board;

“**chair**”– means the Member elected as Chair of the Board by its Members pursuant to s.28 of the Police Services Act;

“**executive director**”– executive director of the Regional Municipality of Peel Police Services Board;

“**vice-chair**”– means the Member elected as Vice-Chair of the Board by its Members pursuant to s.28 of the Police Services Act.

3. Policy Requirements

- a) The Chair shall be the spokesperson for the Board, unless otherwise specified;
- b) In the event the Chair is not available, the Vice-Chair shall be the spokesperson for the Board, unless otherwise specified;
- c) The Executive Director may act as a spokesperson on behalf of the Board on matters of factual information, administration of the Board, communicating a decision of the Board in response to an inquiry, in an emergency, if a response is time-sensitive, or as otherwise directed by the Board;
- d) In special circumstances, such as labour negotiations or where a Board sub-committee has been established on a specific issue, the Board may designate the member leading the negotiations or the chair of the sub-committee to act as spokesperson for the Board;
- e) Board members may communicate a position of the Board, however should a member publicly disagree with a position of the Board or comment on a matter not yet before the Board, s/he must clearly identify that they are speaking as an independent individual and not on behalf of the Board;
- f) Board members shall keep confidential any private or restricted information obtained in the performance of their duties or by virtue of their position as a member of the Board;
- g) Board members shall not state that the Board has taken a position on a matter until the matter has been voted on;

- h) The Executive Director shall prepare and distribute routine media releases;
- i) All other media releases shall be approved by the Chair or the Vice-Chair prior to their release;
- j) Upon approval of a media release, a copy shall be sent to all members of the Board;
- k) Media releases shall be posted on the Board’s website as soon as practical after their release;
- l) Media conferences shall be called only at the direction of the Chair or the Vice-Chair. To the extent possible, Board members shall be advised of the news conference prior to the event.

4. Measurement Methods

The Chair shall ensure that the media relations guidelines contained in this policy are observed by all members of the Board.

5. Reporting

The Chair and/or Executive Director shall report to the Board on those circumstances where the breaches of procedure have resulted in circumstances which are detrimental to the Board, or has resulted in significant issues of liability.

6. Authority/Legislative Reference

Police Services Act, s.28
 O.Reg. 421
 Board Minute #29/10
 Board Minute #75/13

Supersedes: Dissemination of Information, Adopted 1979/06/20; Amended 1979/09/11
(Page 1-J-1)
Media Information, Adopted 1986/01/21 *(Page 1-J-2)*
Media Relations Policy, Adopted 1995/03/24 *(Page I-J-3)*
Media – Release of Photographs, Adopted 1986/08/12 *(Page I-K-1)*

7. Linkage to Appropriate Police Service Procedure/Directive

N/A

Review Date: Tri-Annual