



July 2017

Media Relations Guidelines

The purpose of the guidelines is to ensure that Our Kids Network:

- provides timely and accurate responses to media
- builds a reputation as trusted resource for media
- makes available the most appropriate spokesperson
- conducts media relations in a manner that is understandable, open and transparent
- ensures processes to communicate consistent messaging to a variety of media

The guidelines define roles and responsibilities in these areas:

- Spokespersons
- Non-Spokespersons
- Media Relations

Roles and responsibilities

Designated spokespersons provide clarification and/or information on programs, services, activities, initiatives and issues relating to the work, philosophies and policies of Our Kids Network. Spokespersons should advise communications staff of all media inquiries and contacts.

Our Kids Network spokespersons

- Our Kids Network director (primary spokesperson)
- Our Kids Network chairperson
- Committee chairs or members, Hub coordinators and other staff as designated or requested relating to specific issues or projects; after consultation with director and with previously agreed upon statements/messaging.

After consultation with director or designate, Our Kids Network communications manager in situations where no other designated spokesperson is available and with previously agreed upon statements/messaging.

Non-spokespersons

Committee members and staff who are not designated spokespersons

Non-spokespersons who are contacted by a news media representative should:

- Treat the reporter with courtesy and professionalism
- Explain that they are not a spokesperson for Our Kids Network and redirect the media outlet to the OKN communications manager in a timely way.

Media Relations

Planning for interviews

The communications manager will discuss media requests for interview/comments with the director and plan for the most appropriate spokesperson available within the media outlet's deadline. When requested, communications and other staff will assist spokespersons in the preparation of support information for news conferences and interviews.

The OKN communications manager must be notified of all pre-arranged and impromptu media interviews to ensure that:

- the most appropriate spokesperson has participated in the interview
- all relevant information has been provided to the interviewer
- the director, chair other staff/key individuals are informed

Media releases

All media releases or advisories must be released through OKN communications. When initiating a news release on behalf of OKN, the release must be approved in advance and in writing by the person being quoted. Senior Executive Group, Collective Impact Planning Committee, Communications Advisory Committee and Protocol Partners' communications staff receive an advance copy of media releases. Media releases are posted on the OKN website the same day they are sent to media outlets.

OKN releases include a contact number for the communication manager who, in turn, arranges interviews with the appropriate spokesperson.

Requests for OKN Data/Research Information

The communications manager will forward any media requests for OKN research or information or interviews/comments to the OKN Research and Knowledge Broker. The ONK director will be notified of these requests. Communications and other staff will assist Research Committee spokespersons in the preparation of support information for news conferences and interviews.

Media consent

Media must obtain permission from schools hosting OKN Hubs and any individual (or their parent/guardian if under 18), in order to videotape, photograph and/or record people in the OKN Hubs. The media and their authorized representatives will bear any and all liability for damages or claims resulting from the videotaping and/or photographing of persons without their permission.

Hub coordinators must notify the OKN communications manager and school administration when news media is present in or around any of the three Hubs. The communications manager will, in turn, notify communications departments at the school boards. OKN Hub staff must verify that the media have obtained the necessary approval/waiver from the school/school board and patrons or their parent/guardian before allowing any recording or interviews to proceed. OKN has requested that school board and/or school staff notify the communications manager and Hub coordinators when news media is present in or around any of the Hubs' schools.

The media is not required to obtain waivers at public meetings or events where media presence is obvious, routine and/or expected. Signage is to be posted at the public entrances to OKN events stating media presence, if possible.