



MEDIA RELATIONS

PSB-AI-004

Effective Date: 1995/03/24
Amended: 2010/02/26
Reviewed: 2013/11/20
Amended: 2018/10 /03

Policy Statement

The Regional Municipality of Peel Police Services Board recognizes the importance of providing accurate and timely information to the public. This policy sets out the guidelines under which Members of the Board and Board staff are to conduct themselves in relation to contact with the media.

1. Policy Requirements

It is the policy of the Peel Police Services Board that:

- a. Board members will fully uphold the *Code of Conduct* (O.Reg.421/97, ss. 4-6) for Board Members, specifically the sections pertaining to media relations:
 - Section (4): Board members will keep confidential any information disclosed or discussed at a meeting of the Board, or part of a meeting of the Board that was closed to the public.*
 - Section (5): No Board member will purport to speak on behalf of the Board unless he or she is authorized by the board to do so.*
 - Section (6): A Board member who expresses disagreement with a decision of the Board shall make it clear that he or she is expressing a personal opinion.*
- b. The Chair shall be the spokesperson for the Board, unless otherwise specified;
- c. In the event the Chair is not available, the Vice-Chair shall be the spokesperson for the Board, unless otherwise specified;
- d. 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;
- e. 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;
- f. 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;
- g. 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;
- h. Board members shall not state that the Board has taken a position on a matter until the matter has formally considered by the Board;

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- i. When a media inquiry is made directly to Board Members regarding sensitive or confidential matters, Board Members will not comment but will advise the Chair and Executive Director of the inquiry so that the proper action is taken;
 - j. The Executive Director shall prepare and distribute routine media release and will serve as a liaison between members of the media and the Board spokesperson when requests are received for interviews or comments;
 - 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.

2. 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.

3. Authority/Legislative Reference

O.Reg. 421/97 – Member of Police Services Boards- Code of Conduct
Board Minute #29/10
Board Minute #75/13
Board Minute #19-11-18

Supersedes: Dissemination of Information, Adopted 1979/06/20; Amended 1979/09/11

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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)*

4. Linkage to Appropriate Police Service Procedure/Directive

N/A