



PURPOSE

Communicating with the media provides an opportunity to convey information to the public about the actions, outcomes, and services of the NWT Seniors' Society.

The purpose of this policy is to outline processes about how to navigate requests from media including how to respond to media requests and how to use social and news media to benefit the organization. This is to ensure quality and consistency of information is disseminated to media sources.

DEFINITION

Media is any form of mass communication including broadcasting, publishing and the internet.

SCOPE

This policy applies to all content distributed on behalf of the NWT Seniors' Society. It applies to board members, employees of the Society and any other individuals representing or doing work for the Society.

PRINCIPLES

1. No board member or employee of the NWT Seniors' Society should speak to the media on behalf of the Society without prior approval from the Board President or Executive Director.
2. All communications within the Board, with communities and with the media are to be provided openly, honestly and with integrity, and reflect the Vision and Mandate of the Society.
3. Release of information complies with relevant legislation such as the *Access to Information and Protection of Privacy Act*.
4. Communications are culturally sensitive, inclusive and responsive to the diverse information needs of stakeholders.
5. Communications are prepared with sensitivity to language, tone and appropriateness of the message¹.
6. Communications are accurate.

POLICY

A. *Process for Responding to Media Requests*

1. The President, the Executive Director of the NWT Seniors' Society or other designate who is knowledgeable on the subject and available are authorized to speak with the media.

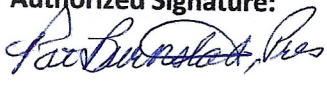
¹ Adapted from: <https://www.kprschoools.ca/media/dfinem05/b-52-media-relations.pdf>



2. The Executive Director and the board designate will collaborate on message development and coordinate who will handle which press inquiries.
3. Responses to media requests will be made in a timely manner, to ensure individuals and groups have access to relevant information promptly. If the Society needs time to prepare, the spokesperson will respectfully ask about the media timeline and request time before responding.
4. The spokesperson will use key, consistent messaging, and any supportive data, statistics and/or stories.
5. If media approach any member of the NWT Seniors' Society or employee other than the President or Executive Director, that person will refer the request to the President or Executive Director.
6. If the media coverage is seen as controversial or potentially negative, the Executive Director will consult expert knowledge holders as needed and develop key messages for release, following Board approval.
7. Media requests will be tracked, recorded and a summary will be reported to the Board at their next board meeting.

B. Promoting the NWT Seniors' Society

1. The Board, working with the Executive Director will identify key messages, interesting activities, quotes and photos to promote the Society, why it is important and what it does in support of seniors living in the NWT.
 - a. Consent will be obtained prior to sharing any specific quotes or photos.
2. Board members and the Executive Director will consult with members of the Society and others to identify opportunities where the work and importance of the NWT Seniors' Society can be highlighted.

Authorized Signature: 	Effective Date: Passed by Board resolution, February 11, 2025 Cancels & Supersedes: N/A Date of Last Review: N/A Date of Next Review: Winter 2029
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