

9 – MEDIA RELATIONS POLICY

Definitions

1. Terms in this Policy are defined as follows:
 - a) **Advisory** – A notification issued to the media about a Media Event, a major development for the CPA, or other matter that may be of interest to the media.
 - b) **Media Event** – An in-person gathering or a conference call for the media hosted by the CPA that will be attended by a Spokesperson and possibly other representatives of the CPA. Media representatives are invited to attend Media Events to receive information and ask questions.
 - c) **Media Training** – Education and assistance about how to interact with the media that is provided by the CPA (or an external third party) to Spokespeople, to the Chief Marketing & Membership Officer, and to representatives of the CPA who will be attending a Media Event.
 - d) **Spokesperson (or Spokespeople)** – An individual (or individuals) who is authorized to represent the CPA. The Spokesperson is typically the President and/or the CEO or their designate(s).
 - e) **Statement** – A response endorsed by the CPA on a specific topic of interest, and/or an ongoing matter or crisis, that can be published by the CPA and/or delivered by a Spokesperson in response to a media request. Statements can be accompanied by other documentation or resources.

Purpose

2. The purpose of this Policy is to describe how the CPA will issue Advisories and Statements, how and when the CPA will offer Media Events, and how and when the CPA will respond to requests from the media.

Media Events

3. From time to time, the CPA may host Media Events.
4. When the CPA plans to host a Media Event, it will issue an Advisory with the details of the event, the topic(s) to be discussed, whether photos can be taken (for in-person gatherings), and the individual(s) who will be available to answer questions.
5. At its discretion, the CPA may prohibit individuals (such as members of the public – not media representatives) from attending a Media Event.
6. The CPA will ensure that representatives who attend a Media Event will receive appropriate Media Training.

Media Training

7. Spokespeople, the Chief Marketing & Membership Officer, and representatives of the CPA who will be attending a Media Event should receive Media Training from the CPA or from an external third party. Media Training should be as comprehensive as required for the individual (e.g., the Spokesperson, who interacts often with the media, should receive more detailed training than an individual who is attending a single Media Event).
8. Media Training allows individuals to answer media requests and questions clearly, appropriately, and without controversy. Media Training should include:
 - a) How to clearly deliver a Statement (when applicable);
 - b) The amount of appropriate additional information that can or should be provided;
 - c) When not to comment;
 - d) How to highlight the organization's values;
 - e) What to say to maintain the privacy and confidentiality of personal information (as described in the *Confidentiality Policy*);
 - f) Words and conduct to avoid (e.g., swearing, dismissive rhetoric, insults, etc.);
 - g) How to handle challenging questions or accusations; and

- h) How to tactfully end the interaction.

Statements

- 9. For ongoing matters or crises, the CPA will create a Statement that can be provided to the media and/or delivered by a Spokesperson. When developing the Statement, the CPA should contact all individuals or representatives who are involved in the matter and who can provide accurate information. For sensitive matters, the CPA should also connect with legal counsel and/or a communications consultant.
- 10. Statements may include:
 - a) An acknowledgment of the incident or matter;
 - b) Comments from the Spokesperson;
 - c) A plan of action;
 - d) Stated commitment to the CPA's values; and
 - e) Contact information for the Chief Marketing & Membership Officer.
- 11. Statements may be issued, at the CPA's discretion, as follows:
 - a) On the CPA's website;
 - b) As a direct email to the CPA's stakeholder database(s);
 - c) On Twitter, Facebook, or another social media platform;
 - d) To select media outlets; and/or
 - e) At the CPA's discretion.
- 12. Statements may include resources, documents, or external links at the CPA's discretion.
- 13. The CPA may issue a Statement before a matter or incident is the subject of a media request.
- 14. The CPA may pre-emptively create a Statement but, if there is no media request, end up not releasing it to the media.

Receiving Media Requests

- 15. Requests from the media that are sent to the CPA should be forwarded to the Chief Marketing & Membership Officer who must use their discretion to determine if the request is legitimate. In exercising their discretion, Chief Marketing & Membership Officer should consider:
 - a) Whether the request comes from an individual who appears to be affiliated with a reputable media outlet (i.e., an email from a reputable source will contain information about the media outlet and contact information);
 - b) Whether the individual properly represents themselves as being from the media; and
 - c) Whether the request involves a topic the media may be interested in.
- 16. If the media request is not legitimate, the Chief Marketing & Membership Officer will reject the request.
- 17. If the media request appears to be legitimate, the Chief Marketing & Membership Officer will take the following actions:
 - a) Record the individual's name, contact information, and media outlet;
 - b) Reach out to the individual to verify and understand the request
 - c) Connect with the CEO to confirm if the CPA has a position related to the request and how/if the CPA would like to respond to the request
 - d) Respond to the request via one or more of the following:
 - i. Providing a quote
 - ii. Issuing a Statement
 - iii. Consenting to an interview (either through email, teleconference, or in-person)
- 18. Subsequent media requests from the same individual should be responded to with the same information as the first request. After three (3) requests, and/or if the request appears to be vexatious, the Chief Marketing

& Membership Officer may respond by saying or writing “Thank you for your request. No further information will be provided at this time”.

Spokespeople

19. The CPA will identify Spokespeople to represent the organization, respond to media requests in a timely manner, attend Media Events, and provide Statements.
20. A Spokesperson must be formally authorized by the CPA in order to speak on behalf of the CPA. The President and the CEO are the only two individuals who are automatically Spokespeople. Directors, staff, members of committees, and Branch or Division representatives are not permitted to claim to represent the CPA unless explicitly permitted to do so by the President or CEO.
21. If there are multiple Spokespeople, there should be at least one (1) Spokesperson who identifies as male and one (1) Spokesperson who identifies as female. Best efforts will be made to provide Spokespeople in both official languages.
22. The CPA will provide basic Media Training to its Spokespeople.
23. Spokespeople should be educated and informed about the topic of the media request and any matter being discussed at a Media Event. The CPA will make available any staff member, Director, or other representative who can provide accurate and appropriate information to the Spokesperson.
24. On a case-by-case basis, the CPA will determine whether legal counsel or a communications consultant should be involved to assist a Spokesperson.

Date Approved: February 26, 2022	Approved By: Board of Directors
Date(s) Revised: N/A	Dept. Responsible: Communications