TCSA **Policies & Procedures**

Section: Board Governance & Operations Reference: 2.22

Policy Title: **Communication with the Media**

Policy Statement:
The TCSA recognizes the value and importance of communications with the media and encourages DEA's/CSA's, Agency employees, to participate in media-involved events which bring positive attention to the programs and services of the Agency or credit to the region and the Tłı̨chǫ people.

The chairperson of the TCSA is the official spokesperson of the Tłı̨chǫ Community Services Agency on all matters of policy.

Purpose:
The purpose of this policy is to clarify the roles and responsibilities of local and regional board members and Agency staff in regards to the news media.

Procedures:
1. The chairperson will respond to all inquiries about policy from the news media and will initiate communications with the media as the need arises. Depending on the issue or the circumstances, the chairperson may delegate this responsibility to the Chief Executive Officer.

2. All press releases from the Agency will carry the Chairperson's name. In the absence of the chairperson, the Vice-Chairperson will speak on behalf of the Board;

3. The chairpersons of the DEA's/CSA's in the communities of Behchokǫ̀, Gamètì, Whatì and Wekweètì are authorized to respond to media inquiries regarding local policy matters;

4. Employees of the Agency may speak to the media about specific local programs for which they are responsible after receiving permission from the Chief Executive Officer or designate;

5. Media inquiries about issues, community concerns and or problems related to programs and services of the Agency shall always be referred to the Chief Executive Officer.

Authorities:
TCSA Act 13; Education Act, 117; Hospital Insurance & Health and Social Services Administration Act, 10(10), 13(1)

Approval Dates: 2008/June 19

Chairperson _____ CEO _____