


Policy Name:	MEDIA RELATIONS		
Policy Number:	GOV-215	Formerly	BG-307
 West Elgin Community Health Centre	Creation Date: February 2007	Reviewed Date: May 2021	Approved by: Board of Directors

POLICY STATEMENT

The West Elgin Community Health Centre (the “Centre”) recognizes the value of interacting with the media to allow promotion of the services of the Centre both to advertise to our clients and inform the larger community about the services of the Centre and the positive impact that it has in the community.

The Centre should be portrayed in the best possible light but ultimately the reporter makes the final decision about what is included and excluded from any piece of media relating to the Centre.

Official statements with any form of media with respect to the Centre or its programs or services shall only take place through either the Chair of the Board of Directors or the Executive Director who will be the only official spokespeople for the Centre. They may designate another person to be the media contact for other communications.

APPLICATION

The policy governs all Directors, staff and volunteers of the Centre.

PROCEDURE

Reporters and camera crews may only film, record or interview in or from the Centre’s premises with prior permission of the Chair, Executive Director or delegate. In all cases such permission will be given only when such work will not inappropriately affect or otherwise disrupt the work of the Centre and the media have agreed to respect the rights and interests, including those relating to privacy, of the Centre’s clients, staff and volunteers. In addition, clients written consent must be provided in such circumstances and the Centre’s staff and volunteers will have been given as much notice of such an event as possible.