

MEDIA RELATIONS

It is the policy of the Association to develop and foster positive relationships with members of the local media. The Association believes that an effective, honest and open policy of communicating information to the membership and public, through the media, will assist the Association and its participants in providing an open, and transparent environment.

The Association will designate one person who will be authorized to communicate Association matters to the media and this person will be known as the Media Liaison Coordinator. Prior to any response or statement to the Media, the Media Liaison Coordinator shall communicate the issue with the Executive Committee to ensure the accuracy of any statements

All matters that are in the public interest, including matters of policy, abuse and harassment situations, and any other matter or event that may be news worthy are to be communicated in the first instance to the Media Liaison Coordinator. The Media Liaison Coordinator is to be informed of all news worthy events so that they may provide timely and accurate information to the media should they be requested to do so.

When an occurrence involves or may involve the release of the name and possibly other identifying characteristics of a person under the age of majority (18 years), the local agent of the Attorney General or the applicable police agency shall be consulted first so as not to jeopardize a case involving a young person, and the parents or legal guardian of the person must also consent to the release of their child's name.

When an occurrence may evolve into or is, in the first instance, a criminal matter, there shall be no release of names of either a child or adult until permission has been obtained from the local agent of the Attorney General or the investigation police agency. The non-release of information also includes any information that may lead a member of the media or a member of the general public to associate the adult or the child with the investigation (example: home addresses, place of employment, team, grade in school etc.).