



Communications Policy

1 POLICY

1.01 This communication policy is developed to support the strategic direction of Ontario Sailing. It will be reviewed and approved by the Board of Directors.

1.02 (a) The official spokespeople for Ontario Sailing are:

(i) Executive Director

(ii) President

(b) Any one of the official spokespeople for the organization may delegate in writing a media response to any member of staff, the Board of Directors, or a celebrity spokesperson. Any individual who has not been delegated to communicate with the media must not do so but must instead defer queries in accordance with this policy.

(c) Upon appointment to his/her position, each official spokesperson will be provided with media training, if in the judgment of the Executive Director, it is warranted.

(d) In the case that one or more celebrity spokespeople are delegated, they shall be provided with a briefing session on the communication objectives, target audiences and main messages of the organization.

(e) Individuals who are recruited and delegated for public speaking opportunities will be provided with copies of the communication policy as well as a briefing session on the communication objectives, target audiences and main messages of the organization. The organization may also provide speeches and presentation material.

(f) All communication with the media, membership, government and the general public about Ontario Sailing will be handled by the Executive Director or President or designated alternate spokesperson.

1.03 Trademarks and copyrights are the property of Ontario Sailing. Their use is governed by the Board of Directors of Ontario Sailing and they may not be used under any circumstances without express written permission.

2 PURPOSES

2.01 The purpose of this Statement of Policy and Procedure is to outline protocols for communication planning and public relations activities.

3 SCOPES

3.01 This policy applies to the Board of Directors, Volunteers, Executive Director and staff of Ontario Sailing

4 RESPONSIBILITIES

4.01 It is the responsibility of staff to generate corporate communication plans that furthers the strategic and operational objectives of Ontario Sailing.

5 Approved

5.01 This plan was circulated to the BoD of Ontario Sailing on June 19th, 2009 and approved