

Media Relations Policy

Approved by: Director, Communications
Last Reviewed: March 2017

Purpose

To establish a protocol for responding to media inquiries. This policy guides the process for providing accurate, thorough, and responsive information to media and the public in a timely and efficient manner. It also ensures consistency in how BCLC is represented, and safeguards BCLC's reputation.

SCOPE

This policy applies to BCLC employees and contractors when they receive inquiries from the media while at work or not.

CONTEXT

BCLC and its programs, plans and activities are of special interest to the general public and the media. BCLC is associated with a wide variety of complex events and issues and is called upon to answer questions and take positions on subjects raised by the media and special interest groups. The key to managing BCLC's reputation and position on issues and matters of interest to the public is to have a small, knowledgeable team to field inquiries. In accordance with the media policy stated in BCLC's [Standards of Ethical Business Conduct](#) (SOEBC), only those employees authorized by BCLC Media and Issues Management are to respond to inquiries or engage in discussions with the media. Please refer to the SOEBC for more details.

BCLC's SOEBC also provides directions for responding to inquiries, comments or complaints from the public. When these interactions take place online, employees and contractors should also consult BCLC's [Use of Social Media Guidelines](#) for direction on how to respond appropriately.

POLICY STATEMENT

All media inquiries must be referred to BCLC Media and Issues Management by contacting the dedicated phone number at 604-225-6460 or by email to mediarelations@bclc.com. The Manager will direct the process by which a response is determined or a position is taken.

The Manager may, upon review of a request, determine that another internal spokesperson should take part in an interview. In such cases, approval will be given on a one-time basis only. BCLC's Media and Issues Management team will brief the spokesperson.

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POLICY OWNERSHIP

Contact Position	Manager, Media & Issues Management
Policy Owner Position	Director, Communications
Approving Body	Vice President, Social Responsibility and Communications

REVISION HISTORY

Version Number	Approval Date	Approved by	Amendment
2.1	Mar 13, 2017	Director, Communications	Minor amendment to update Policy Owner.
2	May 5, 2015	Manager, Media & Issues Management	Minor amendments made to align policy with BCLC's Standards of Ethical Business Conduct and policy writing style and format guidelines. No change in policy direction or scope.
1.3	Jan 29, 2015	Vice President, Corporate Security and Compliance	Minor amendment to footer text. This document was re-classified from 'Internal' to 'Public' in order to comply with a directive from the Public Sector Employers' Council. An exemption to policy approval requirements was made due to exceptional circumstances.
1.2	Dec 16, 2014	Manager, Media and Issues Management	Minor amendment to correct contact information.
1.1	May 29, 2013	Manager, Media and Issues Management	Minor amendments to update contact and ownership information updated; make reference to social media; remove list of authorized staff; remove redundant content from policy statement; and update purpose statement.
1	Oct 19, 2009	Director, Communications and Public Affairs	Minor amendments to correct spelling error, update position information, and add contact information for centralized media inquiries management.