

Media Relations

Purpose

To establish a protocol for responding to Media inquiries and invitations to appear on Podcasts and Webinars, both of which are highly accessible by, available to the general public and generally remain online. This policy guides the process for providing accurate, thorough, and responsive information to Media, Podcast/Webinar producers, and the public in a timely and efficient manner, and via an appropriate spokesperson.

Scope

This policy applies to BCLC employees and Contractors when they receive inquiries from the Media or requests for participation in Podcasts or Webinars, related to BCLC and/or an employee/Contractor's role with the Corporation – while at work or not.

Policy Statement

All Media inquiries and Podcast/Webinar requests must be referred to BCLC External Communications and Government Relations by contacting the dedicated Media relations phone number at 604-225-6460 or by email to mediarelations@bclc.com. The Senior Manager, or delegate, will lead the process to determine the Corporation's approach, response and spokesperson.

The Senior Manager of External Communications and Government Relations may, upon review of a request, determine that an internal spokesperson/subject-matter expert should take part in an interview, Webinar or Podcast who is not a member of the External Communications team. In such cases, approval will be given on a one-time basis only. BCLC's External Communications and Government Relations team will brief the spokesperson.

BCLC employees and Contractors who are speaking at conferences related to BCLC and/or their role with the Corporation must advise External Communications and Government Relations in advance of their participation and agree upon a process in advance, should that employee or Contractor receive a request at the conference from an attending member of the Media and/or Podcast/Webinar producer.

Context

BCLC and its programs, plans and activities are of special interest to the general public, commentators 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, so as to provide factual, timely and appropriate responses. In accordance with the media policy stated in BCLC's Standards of Ethical Business Conduct (SOEBC), only those employees authorized by BCLC's External Communications and Government Relations team are to respond to inquiries or engage in discussions with the Media. Please refer to the SOEBC for more details.

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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 engage appropriately.

Definitions

Defined (capitalized) terms used but not defined within this policy have the meaning attributed to them within the [Policy Glossary of Terms](#).

Media	Means any print, radio, television or online media outlet. This includes national, regional, local, neighbourhood, community and ethnic media outlets. Online media refers to websites that publish news, investigative reports, analysis, commentary, events and/or general information.
Podcast	Means any digital audio interview/discussion, usually focused on a particular topic or current event, available to the public via a website or download.
Webinar	Means any online seminar or presentation that is hosted by a third party and broadcast to a select group of individuals via the Internet.

Policy Ownership

Contact Position	Senior Manager, External Communications and Government Relations
Policy Owner	Director, Communications and Government Relations
Approving Body	Vice President, Player Experience

Revision History

Version	Effective	Approved by	Amendment
3.0	Apr 29, 2021	Vice President, Player Experience	Major amendments to include requirements around employee participation in Podcasts, Webinars and conferences; updates to titles throughout.
2.2	Oct 27, 2020	Vice President, Player Experience	Update to the Approving Body title to reflect changes following the organizational restructure for OneBCLC.

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2.1	Mar 13, 2017	Director, Communications	Minor amendment to update Policy Owner.
2.0	May 5, 2015	Manager, Media and 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.
1.0	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.