

**Policy and Procedure**

Title:	<b>Media Relations Policy</b>
Policy Number:	01.102
Effective Date:	February 19, 2014
Revised Date:	November 28, 2017
Approving Body:	CCMB Board of Directors
Authority:	The CancerCare Manitoba Act
Responsible Officer:	President and CEO
Delegate:	
Contact:	Communications and Public Affairs Department
Applicable to:	CancerCare Community

**1.0 BACKGROUND:**

- 1.1 CancerCare Manitoba's (CCMB's) reputation in the community is critical to ensuring that it can effectively carry out its Mission and Vision. Employees, Independent Contractors, Students and Volunteers who make Representations to the Media about CCMB may inadvertently harm CCMB as a result of their use of CCMB's name, their use of their name or other identifying information, their relationship with CCMB or where a relationship with CCMB may be inferred, or the general content of the Representation. Such Representations can cause harm and other unwanted effects to CCMB, including, but not limited to:
  - 1.1.1 Damage to CCMB's reputation and goodwill;
  - 1.1.2 Damage to CCMB's relationship with CCMB's patients and their families;
  - 1.1.3 The unauthorized release of confidential and proprietary information, including information about CCMB, CCMB's staff and CCMB's patients and their families;
  - 1.1.4 The loss of an individual's privacy and/or non-compliance with applicable privacy laws in keeping with *The Personal Health Information Act* (Manitoba) legislation;
  - 1.1.5 Civil liability for defamation; and
  - 1.1.6 Regulatory offences.
- 1.2 This Policy applies to all Media Relations undertaken by, or on behalf of, Employees, Independent Contractors, Students and Volunteers, including, but not limited to, Representations that occur:
  - 1.2.1 During working or volunteer hours;
  - 1.2.2 Outside work hours on personal time, but only as expressly stated herein; and
  - 1.2.3 While using CCMB's technology or the Employee's or Independent Contractor's personal technology.

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## 2.0 **PURPOSE:**

The purpose of the Policy is to mitigate risk of harm and to establish effective and efficient processes to manage Media Relations and Media access to all CCMB sites and facilities.

## 3.0 **DEFINITIONS:**

3.1 **CCMB** - CancerCare Manitoba.

3.2 **Communications** - CCMB's Communications & Public Affairs department.

3.3 **Employees** - all persons employed or contracted by CCMB as well as members of the medical staff, board members, volunteers, and students/trainees in direct-care and indirect care areas.

3.4 **Independent Contractors** - all persons engaged by CCMB to provide services on an independent, contractual basis to CCMB.

3.5 **Media** - representatives of print, electronic (radio/television) and web-based news/current affairs/social networking sites.

3.6 **Media Relations** - communications with the Media.

3.7 **Representation** - conveying a message, idea, thought, or other communication to the Media.

3.8 **Students** - all individuals participating in formal education programs associated with CCMB, including medical residents.

3.9 **Volunteers** - all individuals who provide services to CCMB without compensation.

## 4.0 **POLICY:**

4.1 Only those designated by the Lead of Communications & Public Affairs are authorized to make Representations on behalf of CCMB to the Media, through authority designated by the President and the Chief Executive Officer of CCMB.

4.2 In order to facilitate best practice Media Relations, CCMB will:

4.2.1 Be accessible and transparent to all Media, while respecting confidentiality for all individuals associated with CCMB, as well as the interests of CCMB, its Board, its Foundation, staff, sites and facilities;

4.2.2 Ensure compliance with privacy legislation, including *The Freedom of Information and Protection of Privacy Act* (Manitoba) and *The Personal Health Information Act* (Manitoba), when releasing any information to the Media;

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- 4.2.3 Be respectful of Media deadlines, while ensuring the accuracy of all Representations;
- 4.2.4 Provide consistent, accurate and appropriate information to the Media;
- 4.2.5 Facilitate requests for interviews with staff, physicians, patients or clients where appropriate, while limiting the impact on operations at affected sites and facilities; and
- 4.2.6 Accommodate Media requests for access to sites and facilities where appropriate and when possible.

### 4.3 **Enforcement**

This Policy will be enforced and interpreted by the Lead of Communications & Public Affairs. The Lead of Communications & Public Affairs may delegate aspects of the administration and enforcement of this Policy as is appropriate in his or her sole discretion.

### 4.4 **Reporting Offences**

Any Employee, Independent Contractor, Student or Volunteer that observes a breach of this Policy shall immediately notify Communications. In the case of a reported offense, the CEO's Office and Human Resources will also be notified by Communications.

### 4.5 **Non-Compliance**

Employees, Students or Volunteers who violate this Policy may be subject to disciplinary measures, up to and including dismissal. Independent Contractors who violate this Policy may be subject to cancellation of their engagement.

## 5.0 **PROCEDURE:**

- 5.1 All Employees, Independent Contractors and Volunteers who receive Media requests for:
  - an interview;
  - information;
  - fact checking;
  - access to any CCMB site;
  - story ideas; or
  - contact with representatives of CCMB,shall contact or refer the Media request to Communications.
- 5.2 Communications will work with Senior Management representatives to determine who the appropriate individual is to make Representations to the Media and will arrange for a timely response. No other individual is authorized to represent CCMB other than those designated by the Lead of Communications & Public Affairs.

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- 5.3 If patients or clients agree to Media interviews arranged by CCMB, or to being identified in still or moving footage, the onsite Communications representative will ask the appropriate patient care representative to make a note on the patient's chart. **All patients must provide consent for Media Relations on the prescribed form to be provided by CCMB.**
- 5.4 When Media is granted access to a CCMB site or facility, Communications will ensure that security is informed, as well as the affected area/unit, and will make arrangements for Media to be escorted to the appropriate area(s).
- 5.5 In cases where an unauthorized working member of the Media is discovered in a CCMB location, staff shall immediately ask the Media to wait in an appropriate area, then contact security and Communications. No Media access is to be provided without permission.
- 5.6 In cases where access to staff, site, facility or a patient cannot be accommodated, Communications will make reasonable efforts to provide stock photographs or footage.
- 5.7 In the event that an Employee, Independent Contractor or Volunteer holds employment with a separate organization and partakes in Media Relations in their capacity as a representative of that organization, such individual is required to advise Communications of the content of the Media Relations as soon as is reasonably practicable.
- 5.8 In the event that an Employee, Independent Contractor or Volunteer is performing duties on behalf of CCMB and encounters a request for Representations from the Media, such individual is required to advise Communications of the request and seek guidance on how to proceed.
- 5.9 All individuals designated by the Lead of Communications & Public Affairs to make Representations on behalf of CCMB shall attend and participate in Media Relations training.

### 6.0 **REFERENCES:**

- 6.1 The Freedom of Information and the Protection of Privacy Act (Manitoba). [www.gov.mb.ca/chc/fippa/index.html](http://www.gov.mb.ca/chc/fippa/index.html)
- 6.2 The Personal Health Information Act (Manitoba). [www.gov.mb.ca/health/phia/](http://www.gov.mb.ca/health/phia/)

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**Policy Contact**

All enquiries relating to this policy should be directed to:

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**Address: (if required)** Communications Office, CancerCare Manitoba

**DOCUMENTATION**

**Policy Location:**

This policy is located (hard and e-copy formats):

1. Original signed and approved policy is on file in the Executive Office, CancerCare Manitoba.
2. E-copy is in the CCMB Documents Library on SharePoint

**Revision History:**

Date	Version	Status	Author(s)	Summary of Changes
dd/mm/yyyy	#	Initial, Draft, Final For revision Major/Minor Revision		
14/02/2014	1	Initial	Communications & Partner Relations Board Committee, CCMB Senior Leadership	New CCMB Policy.
10/07/2014	2	Minor Revision	Policy Committee Sr Leadership	Minor revisions made.
15/09/2014	3	Final	Policy Committee Communications	Minor revisions made.
28/11/2017	4	Minor Revision	Communications Senior Leadership	Minor revisions made. Update contact information and change 'Director' to 'Lead'.

**Approvals Record:**

This Policy requires approval by:

Approval	Date	Name / Title	Signature
		Not applicable.	

**FINAL APPROVAL:**

Date	Name / Title	Signature
Nov 28, 2017	Dr. S. Navaratnam President and CEO, CancerCare Manitoba	Original signed by Dr. S. Navaratnam