

TITLE:	Official Spokesperson For The Board of Directors		
Manual/Policy #:	Board of Directors # VI-4	Division:	CPDMH
Original Issue:	December 1999	Issued by:	Board Chair and Board Secretary
Previous Date Reviewed	December 2013	Approved by:	Board of Directors
Last Date Reviewed:	May 2020	Cross References	

1. POLICY STATEMENT:

The Chair of the Board of Directors, in consultation with the Governance Committee as necessary, is the official spokesperson for the Board of Directors, when releasing information to the public through the media. Information that is released to the public must be appropriate, accurate and consistent in its reflection of Board actions and decisions.

2. SCOPE:

This policy applies to all public statements made on behalf of the Board of Directors.

3. GUIDING PRINCIPLES:

N/A

4. DEFINITIONS:

N/A

5. PROCEDURE:

- The Chair of the Board of Directors or his/her designate is responsible for responding to any requests from the media for information or interviews about Board activities or decisions.
- Whenever possible, information about Board activities or decisions is presented to the media upon request, in the form of a written news release.
- News releases on Board activities or decisions are prepared by the Hospital CEO and approved by the Chair of the Board, in consultation with the Governance Committee as necessary.
- The Chair of the Board of Directors consults with the Governance Committee or other members of the Board as necessary, prior to speaking directly to the media, when the subject matter is deemed to be serious or potentially inflammatory.

- The Chair of the Board may designate another member of the Board to speak to the media if the Chair is unable to respond or if the designate is more informed about the matter being discussed.
- Whenever possible, the CEO or another member of the Board of Directors is present during interviews with the media by telephone or in person, so as to corroborate the information that is presented to the media.

6. REFERENCES:

N/A

7. APPENDICES:

N/A

Evaluation

This policy will be reviewed every 2 years.