



MEMO

To: Local Media Contacts
From: Ganaraska Region Conservation Authority
Re: Media Relations Protocol

The Ganaraska Region Conservation Authority places the highest priority in providing correct information, given the responsibility to protect people and the environment during extreme conditions, while adhering to the requirements under the *Freedom of Information Act*. With this being said, the Ganaraska Region Conservation Authority (GRCA) has developed a new media relations protocol to facilitate your inquiries.

The continued positive relationship with local media remains most important. Recognizing that the GRCA provides public services to the residents of the Ganaraska Region Watershed, the GRCA will maintain open, honest and timely communication with media.

Operating under these principles will enhance and protect the organization's credibility and integrity while building public confidence in the messages and information being provided.

GRCA's guiding media relations principles are to:

- Provide timely response to media inquiries;
- Be honest and forthright;
- Be proactive in seeking positive media attention when opportunities arise; and
- Make every effort to correct incorrect reporting in a timely manner.

Media relations is a function of GRCA's Corporate Communications Department. All media requests for interviews, photographs or video about/with GRCA staff, services, facilities or administration must be made through Corporate Communications. This includes interviews that are initiated by a staff member. This ensures that answers are obtained through authoritative sources and that misinformation is reduced or eliminated.

The GRCA requires that all questions, quote requests, and further information be addressed via email. When you receive a press release from GRCA Communications, please reply to the email listing your inquiries and to whom they are directed. This will alleviate any miscommunication, and the correct individual will respond in a timely manner.

Both phone and in-person interviews will not be granted until an email has been received outlining the subject and requested information.