



**ADMINISTRATIVE MANUAL**  
*Policy & Procedure*

<b>Title:</b>	Media Communications	<b>Number:</b>	AD 100-01
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<b>Distribution:</b>	All Staff	<b>Approval:</b>	Leadership Team

## STANDARD

### **DHW Long Term Care Facility Program Requirements, Final February 2019**

8.2 Risk Management: Systems and processes are in place to minimize risk to residents, staff, volunteers, visitors and the home.

### **Windsor Elms Village Guiding Principle**

TRUST AND ACCOUNTABILITY in and to each other. We share what we are doing and why. We take responsibility for our actions, decisions and impacts. We tell the truth.

### **Eden Domain of Well-Being: Security: freedom from doubt, anxiety, or fear; safe, certain, assured; having privacy, dignity, and respect.**

The Windsor Elms Village believes that in order to develop and maintain meaningful relationships with the media, communications must be open and transparent, timely and clearly understood by all audiences, and above all accurate. Furthermore, well-informed media will provide support in maintaining the Windsor Elms Mission, Vision and Guiding Principles which will further ensure a continuum in enhanced programs and services.

## POLICY

All planned and unplanned communications, with media and stakeholder groups, is the responsibility of the Chief Executive Officer and/or designate, to ensure a consistent, co-ordinated and professional approach to communicating with external audiences. On occasion, one or more members of the Leadership Team may be designated to communicate with the media.

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## PROCEDURE

### 1. Communications with Media

#### Contact Person(s)

- The CEO, or designate will be the key spokesperson for matters of an operational nature.
- If there is an emergency, and the CEO is not on site, and a spokesperson is needed immediately, the CEO will be notified promptly and will appoint a spokesperson/designate until arriving on site.
- If an emergency has potential for actual adverse media attention, or if the requests for information is at a Board level, the Chair of the Board of Directors will be contacted within 30 minutes and a collaborative approach will be planned to manage communications.
  - The CEO, or designate, will keep the staff, residents and families, and Board of Directors informed of all communications that occur with the media as soon as possible.
- All contacts with the Media will be recorded and tracked on the Media Tracking Sheet. (see Appendix 1)
- Media packages may be developed for both planned or unplanned communications with the media as deemed necessary and will contain the following items: Press Release; Q & As; Fact Sheet.

#### 1.1 Unplanned or Emergency Communications with the Media

##### Media initiating contact with Windsor Elms Village

- The CEO, or designate, will cooperate with appropriate requests made, and in as timely a manner as is possible. If the information is not available or cannot be disclosed, at the time, it is still appropriate to return the call as soon as possible and notify the media person that “not all information is ready at this time, and they will be called back as soon as possible”.
- The CEO, or designate may collaborate with one or more members from the Leadership Team before calling back Media Contact Person. Collaboration, with the Chair or Vice Chair of the Board of Directors may also be necessary, if there is potential for adverse media attention.
- Staff being approached by Media: Staff will redirect any calls or requests, of the media, to the CEO immediately. If staff receive a message or request from the Media, it is important to take down the contact information from the caller, details of their request, and deadlines for corresponding, and will then contact the CEO immediately. Staff will complete a Media Contact Sheet for recording details of conversation with media, as needed. (see Appendix 2)

##### Procedure during an emergency affecting on-site operations

All communications with the Media, will be coordinated by the CEO, or designate, through the Communications Center. All media contacts will be directed to the Communications Center to receive further direction.

(see Appendix 3 Procedure During An Emergency Affecting On-Site Operations)

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## 1.2 Planned Communications With the Media

- The CEO, or designate, will develop a Report and approach, as well as a Press Release that will best communicate the key message(s) effectively. Media formats (radio, newspaper, TV) will be determined, at this time, as well as any need for invitations to go out to media personnel/reporters. (see Appendix 4 Media Guide; Appendix 5 Press Release Template; Appendix 6 Suggested Key Communication Messages)
- It is appropriate to contact media when having a special event, a good news story, an emergency situation or other stories that would be viewed as news worthy. If there is an ongoing situation at the Windsor Elms that might put the organization in the public eye, it would be beneficial to contact the media to allow them the opportunity to highlight the Home in the most positive light.
- Annual media events will be planned in advance where possible, utilizing a planning chart. Planned media events will be approved by the CEO.

## 2. Other Communication Tools and Options

### The following tools will be used to deliver communications when applicable

- 4.1 Press Release Template: When writing a press release, one page of information only will be created to include basic information such as who, what, where, when, why and how. Other information will include name, address, phone number, email address and website address. (see Appendix 5 Press Release Template)
- 4.2 Website: The Windsor Elms Village website will be used as the primary means of communication to exterior stakeholders for non-urgent matters and events.

## REFERENCES

### Board of Directors – Governance Policies

- 2.7.2 Communications and Support to the Board
- 2.12.2 Communications to Stakeholders
- 2.13 Media Response

Pandemic Plan for Windsor Elms Village

## DEFINITIONS

**Stakeholder** - A stakeholder is a person, group or organization that shares an interest in Windsor Elms Village. Stakeholders in Windsor Elms would include residents, staff, families, volunteers, Board of Directors, Unions, suppliers, Department of Health, etc.

**Communications Centre** – During an emergency, the Communications Centre will be located in an area of the Home deemed most appropriate, such as Reception, Business Office or 2nd Langford. The CEO, or designate, will determine when the Communication Centre is required. The Communications Centre will serve to coordinate all internal and external communications during the emergency to include:

- a) Communications to families and staff
- b) Media relations
- c) Information to and from each unit/department so that needs are addressed

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- d) Coordination of the use of volunteers, families and staff who have come to help
  - e) Coordination of staff assignments to all units and departments
  - f) Staff callback

## **APPENDICES**

- Appendix 1 Media Tracking Sheet
- Appendix 2 Media Contact Sheet
- Appendix 3 Communications Procedure During an Emergency That Affects On-Site Operations
- Appendix 4 Media Guide
- Appendix 5 Press Release Template
- Appendix 6 Suggested Key Communication Messages for the CEO or Designate