



POLICY ID	BP-C-01	SUBJECT	MEDIA RELATIONS & PUBLIC STATEMENTS
SECTION	COMMUNICATIONS		
EFFECTIVE DATE	OCTOBER 1, 2018	REVIEW CYCLE	EVERY 5 YEARS
DATE AMENDED	11 JUNE 2023	NEXT REVIEW	SPRING 2028

Policy

Only CCEB authorized and designated spokespersons shall respond to media inquires, or inquires/comments, regarding the CCEB, in a public forum. The Board of Governors, volunteers, and employees not serving as spokesperson shall not, under any circumstances, make public statements to the media using any channels.

Purpose

Protecting the reputation of the CCEB, the CCEB examinations, and processes, is essential to organizational integrity and member confidence. This Policy establishes a systematic approach to communications with the media and in public forums.

Definitions:

In this policy:

“*Breach*” means a failure to adhere to the ‘Process’ section of this policy.

“*CCEB*” means the Canadian Chiropractic Examining Board.

“*CEO*” means the Chief Executive Officer (CEO) of the CCEB.

“*Public Statement*” means any verbal or written message, or declaration, made in any public forum that relates to the CCEB, its employees, volunteers, candidates or examinations. This includes any instances when an individual could be interpreted as speaking publicly on behalf of the organization and/or providing a position on behalf of the CCEB.

“*Media and Communication Channels*” means media agencies, public forums and/or CCEB public meetings (e.g. AGM), and any other social media platforms (including but not limited to Facebook, Instagram, LinkedIn, and Twitter.)

Process

1. All requests for interviews, commentary or public statements shall be directed to the CEO.
2. Where a Board member, volunteer, or employee notices a media, or social media, source referencing the CCEB, or the CCEB examinations, they will immediately notify the CEO.
3. The CEO shall consult with the Chair with respect to the appropriate spokesperson and response, if any.

4. For most media inquiries, the Chair or the CEO will serve as the organization's primary spokesperson(s). However, the Chair and CEO may select another more appropriate spokesperson.

### Scope

This Policy applies to the Board of Governors, volunteers, contractors, consultants and employees working for the CCEB. It is applicable to all public statements and media relations via any media and communication channels.

### Responsibility

Approval: The Board of Governors is responsible for approving this policy and any changes hereto.

Consequences of non-compliance: Any breach of this policy may be determined to be misconduct. Any breach by staff will be reviewed by the CEO. Any breach by individual Governors will be mutually reviewed by the Board of Governors, Chair and CEO. In either case, misconduct may be determined and may result in disciplinary steps being taken, including dismissal from employment or from the Board and/or seeking financial compensation, or both.