



**Revised (R) / Reconfirmed (RC) Dates**

July 2008 (rc), March 2013 (rc)

**MEDIA/PUBLIC RELATIONS**

**POLICY**

Hospital communications with the media and public will be made in a controlled manner in order to promote timeliness, accuracy and consistency, while respecting the confidentiality and privacy of patients, staff and volunteers.

**PURPOSE**

The aims of Hospital communications with the media and public are to build appropriate awareness of Hospital activities and ensure the public be kept informed of matters of interest

**PROCEDURE**

Official spokespersons are designated, as outlined below, to communicate on behalf of the Hospital to the media (including but not limited to, print, radio, television, freelance, web-based) and the general public (via social media and any other appropriate public communication channels) as follows:

1. Governance

in matters relating to the Hospital Board of Directors, By-laws, Strategic Plan and Board policies the spokesperson will be the Board Chair or Chief Executive Officer (CEO) or designate;

2. Operations and external affairs

in matters relating to the operations of the Hospital and current relations with other health care providers and organizations the spokesperson will be the CEO or designate;

3. Patient care

in matters relating to patient care services the spokesperson will be the CEO or Chief of Staff or Chief Nursing Executive or designate;

#### 4. Control

All media inquiries will be referred to the CEO.

Members of the media, while acting in that capacity, will enter the Hospital premises only by invitation from the appropriate spokesperson and shall be escorted by that person or designate.

In a crisis/disaster situation members of the media will be kept outside the building or in a designated area to ensure the safety and confidentiality of patients;

#### 5. Confidentiality

All patients, staff and volunteers have the legal right to confidentiality and privacy and must provide consent before they may be interviewed, photographed or videotaped for the purpose of news or social media publication.