

MEDIA COMMUNICATIONS POLICY



POLICY NUMBER: C-001-02

DATE APPROVED: October 28, 2025

DATE TO BE REVIEWED: October 28, 2028

DISTRIBUTION: NSCMIRTTP Board and Staff

COMMITTEE: Communications Committee

DATE(S) REVIEWED (REVISED):

ISSUING AUTHORITY: NSCMIRTTP Board

APPROVAL: 

POLICY

- All interactions with media outlets must be handled by an authorized spokesperson, delegated by the NSCMIRTTP (Here forward referred to as the Regulator).
- Registrants of the Regulator are not authorized to communicate with the media on behalf of the Regulator without prior authorization from the Regulator.
- External news media includes but is not limited to broadcast, electronic, telephone and print.

RATIONALE

- To ensure consistent and accurate information clearly representing the position of the Regulator is communicated to the public.
- To ensure information disclosed to the public and media outlets by the Regulator is timely, accurate, comprehensive, authoritative, and relevant.
- To define a procedure for reciprocal communication between the Regulator and media outlets.
- To inform the public on important issues as well as respond to media questions or concerns.

PROCEDURE

1. Designation of the Regulator spokesperson
 - The Regulator will designate an official spokesperson. In the event the official spokesperson is unavailable, the Regulator may designate an alternate spokesperson. The spokesperson should receive dedicated instruction in media relations prior to undertaking the role.
2. Contact Information
 - Contact information for the Regulator must be clearly displayed on all NSCMIRTTP print material, websites, social media outlets, email communication, media releases, and advertisements.
3. Media Requests
 - Media requests for information, statements or interviews may be initiated through email, telephone, written request or via social media outlets.
 - All requests must be forwarded upon receipt to the Executive Director.
 - The Executive Director will inform the Executive of the Board of the request and together they will determine the appropriate response to request.

4. Guidelines for communicating with the media

- In the event a media outlet contacts a registrant of the Regulator to speak on behalf of the Regulator, the registrant must refer the media outlet to the Executive Director and notify the Executive Director of the media contact.
- Inquirers must be informed that all interactions with media outlets are handled by an authorized spokesperson, delegated by the Regulator.
- When responding to media outlets professionalism must be displayed.

5. Guidelines for seeking media coverage.

- Registrants will not contact a reporter directly to speak on behalf of the Regulator without prior authorization from the Executive Director or Board Executive

6. Guidelines for spokespersons

- Identify oneself by name and position.
- Limit remarks to the response provided by Executive Director or Board Executive

7. Media Releases

- All media releases, advertisements or campaigns distributed by the Regulator must have approval from the Executive Director or Board Executive
- Staff, registrants or volunteers of the Regulator will not communicate with the media, in any format, or distribute any media content in any forum with the intention of representing the Regulator without prior authorization from the Regulator.

8. Limitations on media access

- Under no circumstances will the private phone number of staff, registrants, or volunteers of the Regulator be given to the public without expressed authorization from the individual

Version Tracking

Created: May 2021

Revised: October 2025