

Policy Name: Media Policy			Policy No: C-FR-02
Developer: CEO	Division: CORPORATE SERVICES	Category: RESOURCE AND DEVELOPMENT	Approval: DFRD
Effective: April, 2022	Reviewed/Revised: June, 2025	Supersedes:	Next Review: 2029

1. Policy

The President and Chief Executive Officer or designate will release information to the media to aid in public awareness and understanding of policies and programs of the Abiona Centre For Infant & Early Mental Health (the “Centre”) . When information is requested from the Centre by the media the Centre will respond fully, accurately, and promptly. Responses must be limited to statements of fact and interpretations of Centre policies. Personal opinions must be avoided.

2. Scope of Policy

The purpose of this policy is to guide staff in connecting and responding to media.

3. Procedures

3.1 All media requests made to staff members, Board Directors or volunteers of the Centre will be referred to the President and Chief Executive Officer who either will respond directly or will designate the most appropriate staff or Board member to respond. The selection of spokespersons will be on an issue-by-issue basis and will be based on the individual's area of competence and level of authority.

3.2 The President and Chief Executive Officer will be responsible for responding to any media

requests regarding issues that are sensitive or potentially contentious, but may seek advice from Board Directors, members of the senior leadership team and/or front-line staff. In some situations, outside communications advisors may be contracted, but must sign a confidentiality agreement at the onset of the contract.

3.3 It will be the responsibility of the President and Chief Executive Officer to identify all staff members and volunteers who may be impacted by the identified issue and ensure that they will be notified of the Centre's position, and updated on the progress of the Centre's response.

3.4 *News Releases:* All news releases will be shared using the Centre's letterhead. An appropriate contact person must be identified along with their contact information. The President and Chief Executive Officer must approve all news releases before they are released.

4. Acknowledgement and Agreement

I, _____, acknowledge that I have read and understand the Media Policy of the Centre. I agree to adhere to this policy in whole. I understand that if I violate the rules set forth in this policy, I may face disciplinary actions, up to and including termination of employment.

Name: _____

Signature: _____

Date: _____