

CAFII Media Protocol

General

The initial media contact with CAFII will originate with contact to the TO Corporate Services office. Emily Cloutier will act as primary contact (in the event of Emily's absence, Megan McLean of TO Corporate Services will be her backup). The purpose of the first contact is to determine the nature and requirements of the requested interview or response and make arrangements to schedule the media request with the CAFII Co-Executive Director, Keith Martin.

The protocol below applies to media requests for interviews and comments regarding CAFII member products and services.

1. **Initial Contact:** The initial call to be received at CAFII Office (TO Corporate Services). Emily Cloutier (or backup) to answer call and find out the following information:
 - Reporter's name and name of media organization /program?
 - Is the reporter a freelance or staff person?
 - Is the reporter writing a background piece (where direct quotes from and/or attribution to a source(s) are not required) or an interview piece?
 - Is the reporter working on a deadline? If yes, what are their time requirements (when does the story need to be submitted, when do they need a response/interview, etc)?
 - Is the reporter pursuing a particular angle, hypothesis, or topics for the story?
 - What (specific) questions does he/she need answered and can CAFII (we) receive the questions in writing before the interview?
 - Who else has the reporter spoken to (other associations, institutions, etc)?
 - Is it possible to see the story before it goes to print?
 - Determine non-verbal information (if possible), e.g., does the reporter have any bias?

French Media: *In the event that a call is received from a French speaking reporter, who prefers to communicate in French, Emily Cloutier will identify a French speaking representative at TOCS to take the call, as outlined above.*

Comments:

- Don't commit to any stories

In terms of interviews, face-to-face is ideal for a more in-depth, background piece. If interview is conducted over the phone, Emily Cloutier to join and take notes (if possible).

2. **Arrange Media Spokesperson Involvement:** Emily Cloutier to notify Keith Martin and the Media and Advocacy Committee. In the unlikely event that the Executive Director is unavailable for an urgent issue, the request will be forwarded to the Chair, Media and Advocacy Committee who will work with the Committee to develop a recommendation for a response by the Chair, Board Communications Committee.
3. **Obtain Approval for Proposed Response:** Keith Martin to develop proposed approach to response and obtain necessary approval to proceed. See *Detailed Media Contact Escalation Protocol and Approval Process* for more information.
4. **Arrange Meeting with Media**
Phone Interview: Emily Cloutier to setup call, dial-in and introduce Keith Martin and the reporter. Keith Martin to answers questions. Once interview has concluded, Emily to indicate that if the reporter has any follow up questions they should be directed through her, so that she can facilitate a follow-up interview.

Face-to-face interview: Emily Cloutier to setup face-to-face interview and send email confirmation to Keith Martin and reporter. Keith Martin to conduct face-to-face interview and answer questions. Once interview has concluded, any follow-up questions to be sent to keith.martin@cafii.com; brendan.wycks@cafii.com.

French Interview:

Phone Interview: *In the event the interview must be conducted in French, Emily Cloutier shall provide the translator with relevant CAFII materials (French versions) prior to the interview. Emily Cloutier (or French speaking representative at TOCS) to setup call, dial-in and introduce everyone on the call, including Keith Martin, and the reporter.*

The following individual has been secured to provide simultaneous English-French translation for future CAFII media interviews that require that service:

*Hazel Cole, President
Conference Interpreter, AIIC, ATIO, TAALS
ICI International Conference Interpreters
112 Trelawn Avenue
Oakville, Ontario,
L6J 4R2
Tel: 905 338 7888
ici@conferenceinterpreters.ca
www.conferenceinterpreters.ca*

5. Reporting of Media Interview

- Emily Cloutier to prepare summary notes and send to Keith Martin for review (phone interviews only). If the interview was conducted via a translator then Emily Cloutier to seek comments from the translator as well.
- Keith Martin to ensure story is reported to Board members as outlined in the Approval Process on page 4.

6. Follow-up or next steps (if any).

Detailed Media Contact Escalation Protocol; and Approval Process To Respond To Media Interview Requests

A consultation and approval process is in place to assist the media spokesperson with a responding in a timely fashion, based on the nature, complexity, and potential controversy of the media request.

In all cases, the Media and Advocacy Committee will be advised of media requests. The Board Communications Committee will be notified and engaged in requests as detailed in the Approval Process To Respond To Media Interview Requests below.

Definition of Terms

Types of Requests:

Standard Request—this is a request for which CAFII has already developed information that is approved to be shared with the media/public. Examples include web site content, previously developed position documents and studies sponsored by CAFII where there is agreement to share the information.

Non-Standard Request—this is a request that relates to a new or emerging issue; or a request for which information about or an agreed-upon response from CAFII has yet to be developed.

Type of Media:

Media type: industry—industry publications

Media type: consumer—all other media

Response Timeline:

Non Urgent—interview to be scheduled with media by mutual agreement

Urgent—Media has provided a hard deadline and there may not be enough time to arrange a meeting with a broad group of stakeholders.

Approval Process To Respond To Interview Requests:

Type of Media Request	Comments	Action	Notification and Discussion or Consultation Process	Approval	Reporting
Standard Request: Industry Media	Industry media, typically backgrounder information, non controversial.	Executive Director develops recommended response and reviews with Chair, Media and Advocacy Committee or approved back-up (Media and Advocacy Committee Co/Vice-Chair; or Executive Operations Committee Chair).	Notification to Media and Advocacy Committee.	Chair, Media and Advocacy Committee.	Summary, routine reporting to Board Communications Committee, EOC, and Board.
Non-Standard Request: Industry Media	Industry media, new or emerging issue, possibly controversial.	Executive Director develops recommended response in consultation with Chair, Media and Advocacy Committee or approved back-up (Media and Advocacy Committee Co/Vice-Chair; or Executive Operations Committee Chair).	Notification and consultation with Media and Advocacy Committee. Notification to Board Communications Committee.	Non-urgent: Board Communications Committee. Urgent: Chair, Board Communications Committee.	Detailed reporting to Board Communications Committee, EOC, and Board, including copy of resulting story/news item and recommendations for future action, if applicable.
Standard Request: Consumer Media	Backgrounder or request for quote on topic where CAFII information is well-developed.	Executive Director develops recommended response and reviews with Chair, Media and Advocacy Committee or approved back-up (Media and Advocacy Committee Co/Vice-Chair; EOC Chair).	Notification to Media and Advocacy Committee. Notification to Board Communications Committee.	Chair, Media and Advocacy Committee.	Summary, routine reporting to Board Communications Committee, EOC, and Board.

Non-Standard Request: Consumer Media	All other media inquiries.	Executive Director develops recommended response in consultation with Chair, Media and Advocacy Committee or approved back-up (Media and Advocacy Committee Co/Vice-Chair; or Executive Operations Committee Chair).	Notification and consultation with Media and Advocacy Committee. Notification to Board Communications Committee.	Non-urgent: Board Communications Committee. Urgent: Chair, Board Communications Committee.	Detailed reporting to Board Communications Committee, EOC and Board, including copy of resulting story/news item and recommendations for future action, if applicable.
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For Urgent Matters: In the event that the Chair, Board Communications Committee cannot be reached, then the remaining members of the Board Communications Committee shall be contacted. At least one Board member shall be involved in the approval process.

(Question: Who constitutes the Board Communications Committee?)