

Agenda Item 5.3
June 4/19 Board Meeting

**Proposal to CAFII Board of Directors on
Streamlining Approval of Media Releases
4 June 2019**

Background

The CAFII Board of Directors has approved a streamlined process for CAFII Co-Executive Directors Keith Martin and Brendan Wycks, in consultation with media consultant David Moorcroft, to respond to negative media articles with a Letter to the Editor, drawing from content that has been reviewed and pre-approved by the Board.

However, no such streamlined process exists for Op-Ed articles or for media releases. While an Op-Ed article or media release is of sufficient strategic importance to warrant notice to the full Board with the opportunity for Board members to provide feedback on whether they support that approach for the issue at hand, detailed wordsmithing and commentary on specific content is best managed by a smaller group than the full Board.

Recommendation

If there is an opportunity for CAFII to produce an Op-Ed article or a media release on a specific issue, the following process should be followed:

- Provide a summary note on the opportunity to the full Board, with a short (1-day) turnaround for responding;
- If there is support for moving ahead, develop and share the Op-Ed article or media release with a Media Content Approval Sub-Committee of the Board, consisting of the CAFII Co-Executive Directors; CAFII's media consultant; the Chair of the Media Advocacy Committee; and any Board members or their surrogates who have indicated an interest in being on the Media Sub-Committee.
 - Board members at the 4 June, 2019 Board meeting can indicate if they, or a surrogate, wish to be on the Media Content Approval Sub-Committee. Members can always join or leave in future.
- The Media Content Approval Sub-Committee will provide feedback on wording and content of the Op-Ed article or media release. When the Op-Ed article or media release is finalized, the final version will be circulated to full Board with the recommendation to move ahead, with 1-day for commentary and feedback.