

# Operating Policy

## Canada and Bermuda Territory



<b>Policy</b>	Media Relations		
<b>Value</b>	Service	<b>OP Number</b>	CM 08.001

### 1. Policy

It is The Salvation Army's (TSA) policy that TSA's standards will be maintained in all media relations and interactions.

### 2. Purpose

The purpose of this policy is to provide a decision-making framework that can assist in quickly and effectively communicating internally, with the media and, by extension, with the public. Adherence to this policy will lead to better communication and information-sharing between territorial headquarters (THQ), the divisions, the social mission department, and local ministry units.

### 3. Scope

This policy applies to mission partners, ministry units, divisions, and territorial headquarters.

### 4. Definitions

Term or Acronym	Description
Mission Partner	All officers, auxiliary-lieutenants, auxiliary-captains, envoys, cadets, employees (full-time, part-time, casual or on contract) and volunteers.

### 5. Roles and Responsibilities

#### 5.1. Mission Partners

Are responsible for adherence to the requirements of this policy.

#### 5.2. Supervisors

Are responsible for ensuring this policy is followed in their areas of responsibility and ensuring workers are aware of the policy's requirements.

#### 5.3. TSA

Is responsible for ensuring its policies meet TSA's mission and operational requirements in a fair and reasonable manner.

### 6. Policy Requirements

#### 6.1. Spokesperson:

- Only a designated spokesperson is authorized to respond to media inquiries. Divisions, in consultation with the communications department, are responsible for establishing a list of individuals who are permitted to speak to the media and under what circumstances. This plan must be reviewed at least

once a year to remain current and would be coordinated with all divisional stakeholders.

Mission partners are not authorized to speak on behalf of TSA. If media representatives attempt to interview mission partners, it is expected that they refer the media to their public relations representative or the designated divisional spokesperson.

Mission partners should be cordial at all times but firm in asking that media inquiries be redirected to those who are in a better position to assist.

## **6.2. National Media Outlets**

National media outlets are nationwide and include but are not limited to The Globe and Mail, CBC-National, The National Post, Christianity.ca, etc.

Proactive outreach to national media is the responsibility of the THQ communications department.

Inquiries from national media outlets should be referred to the THQ communications department. If an immediate response is required and the issue is clearly local in nature, divisional public relations secretary (DPSR) can immediately coordinate the response. THQ must be notified of any response or discussion with national media.

## **6.3. Local or Regional Media Outlets**

Proactive outreach to local or regional media is the responsibility of the DPRD or local ministry unit executive director. In instances where local events or issues may attract national interest, the DPRS will consult with THQ before reaching out or responding to media.

THQ will refer all media inquiries from local or regional media outlets to the relevant DPRS. In some cases, if an immediate response is required and the issue is national in nature, THQ can immediately respond. Regardless, the respective divisional headquarters must be notified of any response or discussion with local or regional media.

## **6.4. International Media**

Proactive outreach to international media is the responsibility of the THQ communications department.

Initially, inquiries from international media outlets should be referred to the THQ communications department. In some cases, if an immediate response is required and the issue is clearly local in nature, the DPRS can immediately respond. Regardless, THQ must be notified of any response or discussion with international media. Once accurate information has been communicated to the DPRS, inquiries can then be handled as per normal.

## **6.5. International News Stories**

Media inquiries from national, regional or local media outlets that relate to TSA's international work must be referred to the THQ communications department.

# **7. Policy Compliance**

**7.1.** For the individual

Compliance with this policy is mandatory. Non-compliance may lead to disciplinary action as determined by TSA policy. All staff are responsible for reporting policy violations.

**7.2.** For the supervisor/department/DHQ

The supervisor must periodically evaluate the implementation of this policy to ensure compliance.

**7.3.** For The Salvation Army

Support supervisors in their duty to comply with policy requirements. Ensure policies are relevant and regularly reviewed.

**8. Procedure Links**

NA

**9. Form Links**

NA

**10. Related Policy and Document Links**

NA

**11. Approval and Document Control**

**Approved by:**

TERRITORIAL MANAGEMENT BOARD  
Canada and Bermuda Territory

**Only the online version of this operating policy is official and current.**

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