

CUMULATIVE ENVIRONMENTAL MANAGEMENT ASSOCIATION - WOOD BUFFALO REGION (CEMA)

COMMUNICATIONS GUIDELINE

PURPOSE

The purpose of this procedural guideline is to describe and clarify the mandate, definitions, general principles, process and operational considerations that will apply to CEMA communications. This Procedural Guideline is based on and in accordance with approved CEMA policies and Terms of Reference.

AUTHORIZATION of FORMAL CEMA COMMUNICATIONS

The CEMA Executive Director is authorized by the Board for all formal CEMA communications. These formal communications would include the following: speeches, news releases, interviews, presentations, key messages, advertisements, website materials and any other formal communications with external or internal audiences.

The CEMA Executive Director can authorize additional media spokespersons with appropriate expertise, to speak on behalf of CEMA.

APPROVAL PROCESS FOR FORMAL CEMA COMMUNICATIONS

1. External or internal requests for statements, interviews, speeches, presentations, etc. will be forwarded to the Communications Director;
2. The Communications Director to draft appropriate communications strategy / messages and materials (in collaboration with Chairs and Program Administrators);
3. Draft strategy / messages and materials to be sent to Executive Director for approval, including the timeline for approval needed;
4. The Executive Director will consult, if necessary, with the Board on these materials.
5. Approved CEMA communications materials (i.e. including: key messages, news releases, speeches, presentations, etc.) will be delivered in the requested internal or external forum.
6. All materials made public will be posted on the CEMA website and shared upon release with CEMA staff, Board and Members.
7. Copies of all formal CEMA communications materials will be kept on file with the CEMA administration.

ADMINISTRATION

This guideline as approved and amended from time to time, is in force until rescinded or replaced by the Executive Director.

Approved: September 28, 2000
Amended: October 21, 2009
Amended: May 25, 2010