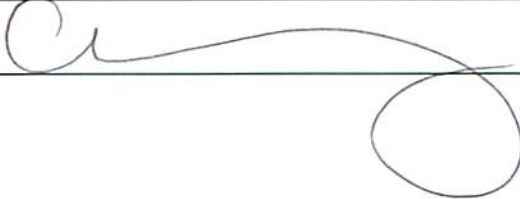




BOARD POLICY

Relations with the Media	BP- 054
Approved by: 	Date: October 27, 2009

PURPOSE:

Relations with the media in matters regarding governance policy and any political issues are the responsibility of the Board Chair.

Relations with the media regarding program delivery matters are the responsibility of the Chief Executive Officer.

Other than in specifically authorized instances, the Board Chair and the Chief Executive Officer are the only persons authorized to speak for the organization. Each has the authority to issue press releases, respond to the media on behalf of Yellowknife Health and Social Services Authority and, as appropriate, delegate this responsibility for specific issues.

Members of the media are encouraged to contact the Board Chair and/or Chief Executive Officer.

The Chief Executive Officer will provide a copy of each press release to all Board Trustees in a timely manner.

APPROVAL PROCESS:

Approved by Board:  Date: October 27, 2009

Bring forward for review and evaluation: _____ Date: October 2011