



GREATER SUDBURY POLICE SERVICE BOARD POLICY

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| SUBJECT: BOARD COMMUNICATIONS AND MEDIA RELATIONS | NUMBER: PSB018 |
| ORIGINATING DATE: February 14, 2011 | REVISED DATE: December 17, 2025 |
| REPORTING REQUIREMENTS: None | |

1.0 **INTRODUCTION**

The Board recognizes the important role that media can play in educating and engaging key stakeholders and the community on policing matters, fostering understanding about the Board and its work, and generating support for the Board's mandate. The Board is committed to effective, timely and positive communications with all media.

2.0 **GOALS**

- 2.1 The Greater Sudbury Police Service Board is committed to effective and proactive communication with media that will:
- Engage stakeholders and the broader community through ongoing, dynamic dialogue;
 - Stimulate discussion about law enforcement and crime prevention issues;
 - Promote awareness and understanding of the Board, its role and its work;
 - Demonstrate the Board's commitment to accountability and transparency;
 - Foster positive relationships with City Council, the media, community stakeholders and the public;
 - Provide the media, City Councillors and stakeholders with accurate and timely information about key Board initiatives and decisions;
 - Manage issues effectively and in a manner consistent with the Board's communications goals; and

- h. Support the objectives of the Greater Sudbury Police Service as outlined in the Business Plan.

3.0 GENERAL PRINCIPLES

- 3.1 All media relations shall be conducted in accordance with the Board's French Language Service Policy.
- 3.2 Unless otherwise specified, the spokesperson for the Board is the Chair of the Board. Should the Chair be unavailable, the Vice Chair shall be the spokesperson for the Board.
- 3.3 In special circumstances, such as labour relations or where a Board Sub-Committee has been established on a specific issue, the Board may designate the member leading the negotiations, or the Chair of the committee, to act as spokesperson for the Board on the subject in questions.
- 3.4 On matters of factual information, administration of the Board or communicating a decision of the Board in response to an inquiry, the Chief may act as a spokesperson on behalf of the Board.
- 3.5 The Board Administrator is responsible for informing the local media of the date and time of future Board meetings and news conferences help by the Board. They are also responsible for arranging news conferences and for coordinating joint events with the Media Relations Officer when both the Board and the Police Service are affected.
- 3.6 When required, the Board Administrator will serve as a liaison between the media and the Board spokesperson when requests are received for interviews or comments.
- 3.7 The Board spokesperson shall be careful to speak only on matters within the jurisdiction and mandate of the Board and to avoid speaking about matters that fall under the jurisdiction of the Chief of Police.
- 3.8 When operational matters under the jurisdiction of the Chief of Police are likely to spark significant public interest or debate, the Chief shall inform, where practicable, Board members before a public statement is made.
- 3.9 If warranted by the significance and seriousness of the matter, the Chief of Police and/or Board Chair may consult with the Board before information is released to ensure the public release is appropriate and justified.
- 3.10 Board members may communicate a position of the Board, however, should a Board member publicly disagree with a position of the Board, or should a Board member comment upon a matter not yet before the Board, they will clearly identify

that they are speaking as an individual and not on behalf of the Board. Further, no Board member shall state that the Board has taken a position on a matter until the matter has been voted upon.

- 3.11 Media releases shall be approved prior to release by the Chair or in their absence, the Vice Chair. Board members shall receive a copy of the release as soon as possible once it has been approved.
- 3.12 News conferences shall be called only at the discretion of the Chair, or in their absence, the Vice Chair. Board members shall be advised of the event prior to it taking place.
- 3.13 Board members will respect the confidentiality appropriate to issues of a sensitive nature and those items disclosed or discussed in closed meetings.
- 3.14 Board members and staff will comply with all relevant legislation including the *Municipal Freedom of Information and Protection of Privacy Act*.