



Media Relations Process

Polar Knowledge Canada (POLAR)

INTRODUCTION

This media relations process is in place to ensure timely, consistent, accurate responses to media enquiries in support of POLAR's objectives and consistent with the Government of Canada Directive on the Management of Communications.

POLAR places high importance on good media relations and on promptness in responding to media requests. POLAR aims to respond to all media requests within a **24-hour period**.

RECEIVING A MEDIA REQUEST

All requests from the media, whether from small or large outlets, and including requests for interviews from northern community radio stations, must be directed without delay to the POLAR Communications Team. Their job will be to help coordinate and support the interview, and to make sure the interviewee is prepared with approved information to share.

If you will be attending an event where you think media may be present, it is also important to inform the POLAR Communications Team.

Contact POLAR Communications: Lynn Berrouard, Manager, External Communications
Tel.: 613-292-1759 Email: lynn.berrouard@polar.gc.ca

John Bennett, Communications Specialist
Tel.: 613- 222-9547 Email: john.bennett@polar.gc.ca

The general email address that can also be used is communications@polar.gc.ca

Being informed about all media and interviews will help POLAR to ensure that consistent and approved information is being shared with communities and the public.

It is also possible for you to take down the contact information of the reporter (name, media outlet, phone number, subject) and tell them that the appropriate person will contact them. Then forward the contact information directly to POLAR Communications.

Do not give out other staff names or contact information to the media - insist that they need to speak with the POLAR Communications Team.

ROLES

President:

1. Is the Official Spokesperson of POLAR.
2. Designates who may serve as a media spokesperson for POLAR, on either a "per occasion" or continuing basis. May also delegate an acting official spokesperson as needed.
3. Approves all POLAR communications policies and guidelines in accordance with the Government of Canada's Directive on the Management of Communications and Policy on Communications and Federal Identity.
4. Approves all outgoing messaging given to the media.

Communications Team:

1. Led by the External Communications Manager, POLAR Communications acts as a liaison between the media and POLAR.
2. Liaises with the President regarding media relations activities, approaches and responses.
3. Negotiates and coordinates all interactions with the media.
4. Provides a full range of media support services for spokespersons before, during, and following all interactions with the media, including:
 - Basic training: revision of principles and techniques;
 - Practice interview simulations and response strategies;
 - Preparation for questions and answers;
 - Support for developing key messages;
 - Coordination of logistics for events and interviews;
 - Writing media interview summaries; and
 - Follow-up analysis of coverage.
5. Advises, and where necessary consults and seeks approval from the Minister of Intergovernmental Affairs, Northern Affairs and Internal Trade and/or Crown-Indigenous Relations and Northern Affairs Canada (CIRNAC) Minister's Office.

MEDIA SPOKESPERSONS**Official Spokesperson:**

The President is the Official Spokesperson of POLAR.

Designated Spokesperson:

Depending on the situation, subject, and/or request, the President can authorize someone who may serve as a media spokesperson to speak officially on behalf of POLAR. This may be on a "per occasion" or continuing basis and approval from the President is required.

Designated spokespersons will:

- Be authorized to speak with the media based on their specialized or technical expertise.
- Have relevant media relations training to carry out their responsibilities effectively.
- Provide a summary of details of their interview to POLAR Communications.

POLAR Communications provides a full range of support services for all spokespersons before, during, and following all interactions with the media.