

Edmonton Screen Industries Office

Communications & External Relations Policy

Purpose

1. This policy outlines the ESIO's commitment to providing effective communications and proactive external relations in order to support the goals of the ESIO and its strategic plan.
2. The Communications & External Relations Committee is responsible for ongoing monitoring of this Policy and for making recommendations for changes to the policy to the Board.

Open and Transparent Communications

3. The Board is committed to providing open and transparent communications in relation to all of its activities and the achievement of the goals outlined in its strategic plan.
4. In terms of financial reporting, the Board will ensure that all of its financial reports and disclosures comply with generally accepted accounting standards.

Annual report

5. The Board will report annually on the results achieved in relation to its strategic plan, ongoing activities, financial accounts and investments.
6. The annual report will include the ESIO's audited financial statements.
7. The annual report will be made widely available at its Annual General Meeting and through its website and in print where necessary.

Privacy

8. All communications involving the ESIO or produced by the ESIO will ensure that individuals' privacy is protected and relevant privacy laws are followed.
9. The ESIO will maintain and regularly monitor a specific Privacy Policy governing its actions.

External Relations

10. The Board is committed to building positive and productive relationships with a wide range of external organizations and stakeholders including, but not limited to, the City of Edmonton, other levels of government, industry players, related organizations, and key influencers.

11. The Chair and other Board members, at the request of the Chair or the Communications/External Relations Committee, may make presentations to and/or attend meetings with members of City Council, City of Edmonton administration, or other elected officials at the provincial or federal level to advocate for the growth and sustainability of screen industries in Edmonton and the Edmonton metro region.
12. The Board Chair may invite the Mayor, other Councilors, provincial Cabinet Ministers or elected federal officials to attend meetings to discuss policies, programs, position papers or proposed legislation that is relevant to Edmonton screen industries or the work of the ESIO.
13. The CEO will establish and maintain an Advisory Committee composed of screen industries members to provide ongoing advice and support to the work of the ESIO. The Board will regularly monitor the effectiveness of relationships with industry players and participate in activities designed to build a positive reputation of the ESIO with industry players.

Media

14. Only the Board Chair and the CEO are authorized to speak to the media on behalf of the ESIO, unless an alternative board member is authorized to do so by the Chair.
15. The CEO will regularly monitor both traditional and social media references to the ESIO and ensure that appropriate steps are taken to respond as necessary.
16. The CEO and ESIO staff will proactively engage in both traditional and social media in order to build awareness and a positive reputation for the ESIO.

Obtaining Advice and Input

17. The CEO will use a variety of processes, tools and strategies to regularly gain insight and advice from screen industries stakeholders on advocacy, programs and ESIO services.
18. Use of surveys requires the approval of the CEO. Depending on the nature, cost and implications of surveys, the CEO may seek the advice of the Chair and the Board.
19. Whenever surveys are undertaken under the auspices of the ESIO, the purpose will be clearly communicated and the results will be publicly available to participants and other stakeholders.

Sponsorships

20. In accordance with the ESIO Delegation of Authority policy, the CEO may provide financial sponsorships for events organized by other organizations provided that the objectives are consistent with the goals of the ESIO and funds are available in current budgets.
21. The CEO is responsible for negotiating terms of sponsorships and ensuring appropriate recognition for the ESIO's contributions.

Administration

22. The CEO is responsible for putting the necessary processes and procedures in place for managing correspondence, maintaining appropriate records, and ensuring the accuracy of all information provided by the ESIO.
23. The CEO will ensure that the ESIO's website is effectively maintained as the primary source of timely, accurate and relevant information about the ESIO's programs and activities.
24. The CEO will report regularly to the Board on communications issues and activities and seek advice as necessary from the Chair, the Board and/or the Chair of the Communications & External Relations Committee.

Signed



Chair, ESIO

Dated



CEO, ESIO