



Niagara Falls Rowing Club Communications Policy

1 Regulations

1.01 This communication policy is developed to support the strategic direction of the Niagara Falls Rowing Club. It will be reviewed and approved by the Board of Directors.

1.02 (a) The official spokespeople for the Niagara Falls Rowing Club are:

(i) President

(ii) Vice President

(iii) Head Coach/Club Captain

(b) Any one of the official spokespeople for the organization may delegate in writing a media response to any member of staff, the Board of Directors, or a celebrity spokesperson. Any individual who has not been delegated to communicate with the media must not do so but must instead defer queries in accordance with this policy.

(c) Upon appointment to his/her position, each official spokesperson will be provided with media training, if in the judgment of the Executive Director, it is warranted.

(d) In the case that one or more celebrity spokespeople are delegated, they shall be provided with a briefing session on the communication objectives, target audiences and main messages of the organization.

(e) Individuals who are recruited and delegated for public speaking opportunities will be provided with copies of the communication policy as well as a briefing session on the communication objectives, target audiences and main messages of the organization. The organization may also provide speeches and presentation material.

(f) All communication with the media, membership, government and the general public about the Niagara Falls Rowing Club will be handled by the President, Vice President, Head Coach/Club Captain or a designated alternate spokesperson.

1.03 Trademarks and copyrights are the property of the Niagara Falls Rowing Club. Trademarks and copyrights use is governed by the Board of Directors of the Niagara Falls Rowing Club and they may not be used under any circumstances without express written permission.



2 PURPOSES

2.01 The purpose of this Statement of Policy and Procedure is to outline protocols for communication planning and public relations activities.

3 SCOPES

3.01 This policy applies to the Board of Directors, Volunteers, and staff of the Niagara Falls Rowing Club.

4 RESPONSIBILITIES

4.01 It is the responsibility of staff to generate corporate communication plans that furthers the strategic and operational objectives of the Niagara Falls Rowing Club.

Review and Approval:

Document has been reviewed, to be approved by Board of Directors

Date: January 2017