

BOARD OF DIRECTORS

Health Sciences North / Horizon Santé-Nord

ISSUED BY: Board of Directors
AUTHORIZED BY: Board of Directors
ISSUE DATE: July 8, 2003
CATEGORY: Part V-B – Governance Process
SUBJECT: **MEDIA POLICY**

NUMBER: **V-B-14**
REVISION DATE: March 28, 2023
REVIEW DATE:
PAGE: 1 of 1

There may be occasions when a member of the Health Sciences North (HSN) Board of Directors (Board) is approached by the media to express an opinion on matters related to the Hospital or to health care. Recognizing that HSN Board members may also represent other agencies within the health care community, and that some of those agencies’ policies may differ from those of HSN – both of which may confuse the public – the following media policy has been drafted to assist Board members.

- A. The Chief Executive Officer and Board Chair serve as the Board’s exclusive media contacts, unless otherwise delegated.
- B. When speaking as a member of the HSN Board, members’ comments must be in keeping with the Hospital’s position and/or policies.
- C. If a member plans to express an opinion that differs from Hospital policy, that member must state that he/she is speaking on behalf of another agency, or expressing a personal opinion, and that his/her comments do not necessarily reflect HSN policy. As a courtesy, a member who plans to express such an opinion should inform the Board Chair of his/her intention to do so beforehand.

Resources

The President and Chief Executive Officer and/or the HSN Manager of Communications and/or members of the HSN senior management team can advise and/or provide information and/or prepare key messages in preparation for media interviews.

Policy Review Log

Date	Action
July 8, 2003	Issued
February 21, 2013	Revised
May 12, 2015	Revised
March 16, 2017	Reviewed
March 31, 2020	Revised
March 28, 2023	Revised