

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

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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. For the purposes of this policy, “media” includes traditional news outlets (print, broadcast, radio) as well as all digital and social media platforms. 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. Directors must adhere to the fiduciary duty of loyalty and the principle of Board solidarity. Once the Board has made a decision, Directors must publicly support the decision and the Corporation, regardless of their personal views or how they voted during the deliberation.

If a Director is approached by the media regarding HSN matters, they should decline comment and refer the inquiry to the Board Chair or CEO.

Resources

The President and Chief Executive Officer and/or the Director of Communications, Brand and Public Affairs 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

January 27, 2026	Revised
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