



NOVA SCOTIA  
FEDERATION OF  
MUNICIPALITIES

## **NSFM Spokesperson Policy**

### **1.0 Spokesperson Designation**

- 1.1 When a media inquiry comes through the NSFM office, staff will ask appropriate questions to determine what type of information the media is requesting. The media inquiry will be delegated to the appropriate NSFM representative depending on the nature of the call. All calls will be classified into one of three following areas:
- a. An inquiry in which existing policy does not already exist: When a media inquiry is made and there is no formal existing NSFM policy on the issue, the inquiry will be delegated in the following order to the first person available: NSFM President, NSFM Vice-President and NSFM Board Member who is the lead on that particular issue.
  - b. An inquiry is made which existing policy already exists: When a media inquiry is made where there is existing NSFM policy on the issue, the inquiry will be delegated in the following order to the first person available: NSFM President or Executive Director, Policy Analyst, Vice-President or a Board Member who is the lead on that particular issue.
  - c. An inquiry that only requires background or administrative information: When the media requests background or administrative information, then an NSFM Office Staff may handle the inquiry. This includes, the Executive Director, Director of Administration, Director of Policy and Communications and Communications Coordinator.
- 1.2 Any of the above Spokespersons listed may decide to delegate their roles to NSFM staff when the situation deems appropriate.
- 1.3 NSFM Board Members should only speak on behalf of the NSFM if it falls within this policy. If a Board Member is speaking on behalf of their municipality or other body, he/she should make it clear to the media that they are not speaking on behalf of the NSFM.
- 1.4 All NSFM Spokespeople should, whenever possible, make the NSFM office staff aware of any contact they have had with the media. This information should also be forwarded to the NSFM President for his or her information.

### **Date of Approval:**

Approved by the NSFM Board of Directors on August 26, 2010.