

## PEO Policy

## Communications Policy

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**Function:** Communications

### Communications Policy

Communications involves everyone in PEO. All who come in contact with government, the media, other external stakeholders, members and prospective members must govern themselves by a communications policy to ensure that PEO's messages and image are presented in a consistent fashion.

This document is the communications policy of Professional Engineers Ontario. It governs PEO Council, staff, chapters and members-at-large in their dealings with government, the media, other external stakeholders, the membership and potential members.

#### Media Policy

PEO will encourage positive media coverage to increase awareness of the profession and will respond to all media inquiries in a timely, accurate fashion.

#### Official spokespeople

- ◆ President
- ◆ President-elect
- ◆ Past President
- ◆ Vice Presidents
- ◆ Registrar/CEO

Official spokespeople must provide the agreed PEO position on issues, where Council has taken a position.

Official spokespeople may appoint others to speak to media as appropriate.

#### Staff

Communications staff is authorized to respond to media inquiries of a factual nature to provide background information, but may not act as official spokespeople for PEO.

Communications staff will receive *all* incoming media inquiries and arrange interviews as appropriate.

Other PEO staff must direct media inquiries to communications staff and act in accordance with the media policy.

## **Councillors**

Councillors are encouraged to generate media coverage concerning Council activities or PEO events (e.g. national engineering week, annual general meeting, awards galas).

Councillors are encouraged to speak openly to media about the practice of engineering, drawing on their own personal and professional experience.

Councillors may not speak on behalf of the association, unless authorized by the Registrar/CEO, another official spokesperson, or communications staff. If authorized, they must provide the agreed PEO position on issues, where Council has taken a position.

Councillors shall forward media inquiries or opportunities to respond to media reports pertaining to the association to PEO's Manager, Communications.

## **Chapters**

PEO chapters are encouraged to generate media coverage in the local community for chapter activities or events. Chapters may appoint a representative to speak to media concerning chapter events.

Chapter representatives are encouraged to speak openly to media about the practice of engineering, drawing on their own personal and professional experience.

Chapter representatives may not speak on behalf of the association, unless authorized by the Registrar/CEO, another official spokesperson, or communications staff. If authorized, they must provide the agreed PEO position on issues, where Council has taken a position.

Chapter representatives shall forward media inquiries or opportunities to respond to media reports pertaining to the association to PEO's Manager, Communications.

PEO's communications department will assist chapters on request in generating media coverage of chapter activities and events.

## **Association members**

Members other than official spokespeople are encouraged to speak to media as technical experts, but may not speak on behalf of the association.

Members should forward media inquiries relating to PEO, or opportunities for PEO to respond to media reports relating to the profession to PEO's Manager, Communications.

## **Government Communications Policy**

### **Official spokespeople**

- ◆ Participants in the Government Liaison Program
- ◆ President

- ◆ President-elect
- ◆ Past President
- ◆ Vice Presidents
- ◆ Registrar/CEO

Official spokespeople must provide the agreed PEO position on issues, where Council has taken a position.

Official spokespeople may appoint others to speak to elected representatives as appropriate.

### **Councillors**

Councillors are encouraged to keep their local elected representatives apprised of Council activities or PEO events (e.g. national engineering week, annual general meeting, awards galas).

Councillors may not speak on behalf of the association, unless authorized by the Registrar/CEO, another official spokesperson, member of their chapter's Government Liaison Program Committee, or communications staff. If authorized, they must speak to PEO's approved position statements. Should elected representatives solicit a PEO position for which an approved statement is not already available, Councillors must contact the Manager, Communications, who will facilitate an appropriate response for their use and add the approved position to the available position statements.

### **Staff**

PEO staff are authorized to respond to inquiries from government staff of a factual nature as background, but may not act as official spokespeople for PEO.

Inquiries from government staff should be directed to the appropriate PEO department head or manager.

Should a PEO position statement be required by government staff, PEO staff will direct the inquiry to the appropriate spokesperson, or provide the approved position statement.

### **Chapters**

PEO chapters are encouraged to keep their local elected representatives apprised of their chapter's activities or events.

They may speak to their elected representatives about PEO activities and positions through the members of their Government Liaison Program Committee, according to approved position statements. Should elected representatives solicit a PEO position for which an approved statement is not already available, Government Liaison Program spokespeople must contact the Manager, Communications, who will facilitate an appropriate response for their use and add the approved position to the available position statements.

### **Association members**

Members other than official spokespeople are encouraged to speak to their elected representatives or government staff as technical experts or constituents, but may not speak on behalf of the association.

Members should forward opportunities for PEO to communicate with government on matters relating to the profession to the members of their chapter's Government Liaison Program Committee, who will respond or forward the opportunity to the Manager, Communications for PEO staff or designated spokespeople to respond.

## **Other External Stakeholders Communications Policy**

### **Official spokespeople**

- ◆ President
- ◆ President-elect
- ◆ Past President
- ◆ Vice Presidents
- ◆ Registrar/CEO

Official spokespeople must provide the agreed PEO position on issues, where Council has taken a position.

Official spokespeople may appoint others to speak to other external stakeholders as appropriate.

### **Councillors**

Councillors are encouraged to keep appropriate external stakeholders apprised of Council activities or PEO events.

Councillors may speak openly to other external stakeholders about the practice of engineering, drawing on their own personal and professional experience.

Councillors may not speak on behalf of the association, unless authorized by the CEO/Registrar, another official spokesperson or communications staff. If authorized, they must provide the agreed PEO position on issues, where Council has taken a position.

Councillors shall forward inquiries from other external stakeholders or opportunities to participate in external stakeholder events to PEO's Manager, Communications for appropriate follow-up.

### **Staff**

PEO staff are authorized to respond to inquiries from other external stakeholders of a factual nature as background, but may not act as official spokespeople for PEO.

Inquiries from other external stakeholders should be directed to the appropriate PEO staff member.

## **Chapters**

PEO chapters are encouraged to keep appropriate external stakeholders apprised of the activities in their chapters.

Chapter representatives may speak openly to other external stakeholders about the practice of engineering, drawing on their own personal and professional experience.

Chapter representatives may not speak on behalf of the association, unless authorized by the CEO/Registrar, another official spokesperson, or communications staff. If authorized, they must provide the agreed PEO position on issues, where Council has taken a position.

Chapter representatives shall forward inquiries from other external stakeholders or opportunities to participate in external stakeholder events to PEO's Manager, Communications for appropriate follow-up.

## **Association members**

Members other than official spokespeople may not speak to other external stakeholders on behalf of the association, but are encouraged to offer their technical expertise, as appropriate.

Members should forward inquiries from other external stakeholders or opportunities to participate in external stakeholder events to PEO's Manager, Communications for appropriate follow-up.

## **Internal Communications Policy**

### **Official spokespeople**

- ◆ All PEO Council members are responsible for informing members and prospective members of PEO issues and Council activities as opportunities arise.
- ◆ The President, President-elect, Past President and Vice Presidents will have a greater role as they are often invited to speak at chapter events and other gatherings of members and prospective members. The President may also use the President's Message in *Engineering Dimensions* to inform members and prospective member of PEO issues and Council activities.
- ◆ Regional Councillors have a special role in keeping the chapter leadership informed through the Regional Congresses, and often through chapter newsletters.
- ◆ The CEO/Registrar is the official spokesperson on PEO operations.

In informing members and prospective members, official spokespeople must provide the agreed PEO position on issues, where Council has taken a position. They may state they voted against a Council decision, but must support the Council decision by informing members and prospective members of Council's reasons for coming to that decision.

PEO's Manager, Communications will assist official spokespeople on request by providing fact sheets and/or speaking notes.

Official spokespeople are encouraged to use their positions and PEO's communications channels (e.g. eblasts, newsletters, *Engineering Dimensions*, the website) to encourage member or prospective member participation in PEO consultations, but may not use their positions and PEO's communications channels to try to influence the outcome of a consultation.

Official spokespeople may use their positions to encourage candidates to stand for PEO office and members to participate in the election process, but may not endorse candidates for PEO election.

### **Staff**

PEO staff is authorized to respond to inquiries from members and prospective members. In informing members and prospective members, staff must provide the agreed PEO position on issues, where Council has taken a position.

Staff must not communicate to members in a way that would influence a PEO policy consultation or participate in the PEO election process except as necessary to administer the process.

### **Chapters**

Chapter leaders are encouraged to keep their chapter members and prospective members apprised of the activities in their chapters and PEO issues and activities generally, through chapter newsletters, email blasts, their websites and at meetings.

Chapter leaders may speak openly to their chapter members and prospective members about the practice of engineering, drawing on their own personal and professional experience.

Chapter leaders may not speak on behalf of the association, unless authorized by the CEO/Registrar, another official spokesperson, or communications staff. If authorized, they must provide the agreed PEO position on issues, where Council has taken a position. Where they disagree with a position or decision, they may *also* provide their own viewpoints, which they must identify as personal opinions and which must not be presented in a way in which they could be mistaken for PEO's positions.

Where chapter leaders receive inquiries from members and prospective members that they are not able to answer, they should forward the request for information to PEO's Manager, Chapters for follow-up.

**Association members**

Members other than official spokespeople may not communicate to other members or prospective members on behalf of the association, but are encouraged to offer their personal expertise, or direct inquiries to appropriate PEO spokespeople or the Manager, Communications.