

Excerpt to the PEO Communications Policy pertaining to Chapters
Date: 17 May 2016

In relations to the media - Chapters

PEO chapters are encouraged to generate media coverage in the local community for chapter activities and 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.

In relation to Government Communications - 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.

In relation to Other External Stakeholders Communications – 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.

In relation to Internal Communications – 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.