



## GENERAL MANUAL POLICY

APPROVED BY:

K. J. Pickard  
Executive Director

CATEGORY: Human Resources

TOPIC: Communications

Page 1 of 2

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### PURPOSE

#### Vision & Mission

Consistent with our Vision and Mission Statement, Community Living Thunder Bay envisions a supportive and accepting community that values all its citizens equally.

In pursuing its Vision, CLTB is committed to:

- Advocating for the rights and quality of life of persons with an intellectual disability so that they may live a meaningful life;
- Educating and supporting the community to share the Vision of CLTB so that persons with an intellectual disability are respected and valued;
- Providing services and support to persons with an intellectual disability, and to their families, so that persons with an intellectual disability have the opportunity to participate effectively in all elements of living in the community; and
- Being accountable to persons with an intellectual disability, their families, the membership of CLTB, and the broader community for our advocating, educating, and provision of services and support.

### POLICY

It is the policy of CLTB to promote positive and effective communication through the use of all media, provision of speakers for the promotion of CLTB to the community, development of appropriate information and awareness material, and internally to establish shared understandings at all levels within the Association. To that end the Association shall:

- develop a list of speakers with appropriate expertise who shall be available to respond to a variety of occasions;

Initial: KJP.

**GENERAL MANUAL PROCEDURE**

**TOPIC: Communications**

**Page 2 of 2**

- support the major communication vehicle, "Advocate", as the Association newsletter by providing financial assistance and pertinent information; and
- strike a Communications Committee consisting of the "Advocate" Editor who will act as the Chairperson, a representative of the Board and the Executive Director or his/her designate. This Committee shall call upon other expertise as required.

**The President and/or the Executive Director or their designate are the only people authorized to make statements to the media. Staff and volunteers are not to speak on behalf of the Association or give out any information regarding persons receiving service from the Association unless so authorized by the President or the Executive Director.**

**PROCEDURE**

1. The Communications Committee shall:
  - 1.1 solicit appropriate submissions from individuals, Board members, staff and membership as deemed valuable by the committee;
  - 1.2 review and approve all CLTB draft publications and public awareness materials prior to printing; the review shall include the correctness of the core message, spelling, grammar and punctuation;
  - 1.3 review and approve a list of speakers and their ability to speak to specific topics and audiences;
  - 1.4 make recommendations regarding suitable items for inclusion in current and upcoming issues of Advocate;
  - 1.5 review all submissions received for the "Advocate" for appropriate language, focus and accuracy of content;
  - 1.6 acknowledge and confirm the receipt of all letters, submissions and articles prior to publication, and notify those authors whose submissions are rejected.
2. All letters to the editor or articles must be signed by the writer (name and address clearly printed) and shall, when appropriate, include the source.
3. The Association reserves the right to edit submissions, to ensure acceptable terminology or meet space requirements. This policy is not intended to exclude differing opinions.