

Members are hereby notified that the following Media Policy was approved by Council on January 7, 2014.

Media Policy

Contact or replies given to Media Queries -

BE IT RESOLVED statements and/or replies given to Media Queries shall be in writing and approved by members of council. No public interviews to take place prior to council approval.

1. General Queries (i.e. Association Processes)

The Executive Director shall handle all general queries. In the absence of the Executive Director, the call shall be handled by the President, Vice President, or Registrar (whoever can respond in the timeliest fashion).

2. Queries about specific surveys and surveyors (i.e. the surveyor done me wrong)

The Executive Director shall handle procedural/legislative queries; however, the Executive Director refers specific *survey* query concerns to someone else as the Executive Director is not a Newfoundland Land Surveyor. The call may be forwarded to (in order of preference) the Registrar, President, and Vice President.

As policy, the Association WILL not publicly comment on specific surveys or surveyors due to the uniqueness of each situation until it has had an opportunity to hear both sides of the story.

Depending on the situation, the Media should be reminded that the Association does have a formal complaint, discipline and mediation process, and good public relations that encourage members to contact the public about work being done in their area.

In cases, where the Media may have already spoken to a Newfoundland Land Surveyor and are looking to verify, confirm or exploit differences in the ANLS's position. The ANLS should attempt to determine whether or not the media has spoken to anyone else.

The Association must not take sides in a dispute. The Association does not comment on cases currently under investigation or before the Discipline Committee.

It should be explained to the media that the Association is a self-governing body established to serve the public's interest. In these cases, the person handling the call shall notify the others on the call list to ensure the same story is provided to everyone.

3. *Queries about specific industry concerns (ie: competition, titles insurance)*

The President or Vice President shall handle all specific industry concerns. In many cases, the Association's Council may or may not have established an official policy on whatever issue has arisen. Therefore, the person handling the call should emphasize the Association exists to protect the public and that Newfoundland Land Surveyors are professionals who practice at a high level often using sophisticated hi-tech equipment.

When Council has formulated a policy it is important to communicate to the Media what the Association's policy is and to be consistent with that policy.

The Association must remain positive and should not portray anyone or any group in a negative light.

The Media may have already spoken to a Newfoundland Land Surveyor and are looking to verify, confirm or exploit differences in the ANLS's position. Before responding to any Media Request, the ANLS should attempt to determine whether or not the Media has spoken to anyone else.

The person handling the call shall notify the others on the call list to ensure the same story is provided to everyone.

ANLS Policy Statement can be viewed by visiting
<http://surveyors.nf.ca/PolicyStatements.pdf>

Council of Management

62-64 Pippy Place, Suite 204
St. John's, NL A1B 4H7
Tel: 709.722.2031
Fax: 709.722.4104
Email: paulabaggs@anls.ca