



The next re-approval date for this policy is April 2022

SAILNL COMMUNICATIONS POLICY

Policy

1.01 This communication policy is developed to support the strategic direction of SailNL Sailing. It will be reviewed and approved by the SailNL Board of Directors.

1.02 The official spokesperson for SailNL is the President:

- a. The President may delegate in writing a media response to any member of the board of directors, or a celebrity spokesperson. Any individual who has not been delegated to communicate with the media must not do so but must instead defer queries in accordance with this policy.
- b. Upon appointment to his/her position, each official spokesperson will be provided with media training if, in the judgment of the Executive, it is warranted.
- c. In the case that one or more celebrity spokespeople are delegated, they shall be provided with a briefing on the communication objectives, target audiences and main messages of the organization.
- d. Individuals who are recruited and delegated for public speaking opportunities will be provided with copies of the communication policy as well as a briefing on the communication objectives, target audiences and main messages of the organization.
- e. The organization may also provide speeches and presentation material to a spokesperson.
- f. All communication with the media, social media, membership, government and the general public about SailNL will be handled by the President or designated alternate spokesperson.

1.03 Trademarks and copyrights are the property of SailNL. Their use is governed by the Board of Directors of Sail NL and they may not be used under any circumstances without expressed written permission.

Purposes

2.01 The purpose of this Statement of Policy and Procedure is to outline protocols for communication planning and public relations.

Scope

3.01 This policy applies to the Board of Directors, Volunteers, Coaches and Athletes of Sail NL.



Responsibilities

4.01 It is the responsibility of the Executive or designated alternate spokesperson to generate corporate communication plans that furthers the strategic and operational objectives of Sail NL.

Approved

5.01 This plan was circulated to the SailNL Board of Directors April 5th, 2014 and Approved.

Any questions can be directed to sailing.nl@gmail.com