

Policy Number	006-B-2007
Policy Group	Board of Directors
Policy Name	Communications
Date of Origin	June 2007
Date Amended	September 2014
Date Reviewed	November 2013

PURPOSE To ensure that SUN has in place an effective program that enables the union to communicate with all stakeholders.

SCOPE Board of Directors

POLICY STATEMENT SUN is committed to open, transparent, accountable, and timely communication.

Information provided by the Board will be accurate, complete, objective, relevant and understandable.

The communications program will be proactive, comprehensive and support SUN's mandate by conveying the union's strategic directions and decisions.

PROCEDURE SUN will employ a variety of ways and means to communicate and provide information in multiple formats to accommodate diverse needs.

SUN will consult the members, listen and take account of SUN members' interests and concerns when establishing priorities, developing policies and planning for bargaining.

The President is the official spokesperson for the Board of Directors. Media requests for interviews shall be forwarded directly to the President or via communication staff in the SUN provincial office.

The President may appoint a Board Member as a spokesperson for specific matters.

Individual Board Members will participate in and support the objectives of the Union at the local, district and regional level.

SUN Board of Directors shall review all independent surveys prior to giving approval for participation.

Management will ensure that its communication program is coincident with the strategic plan of the Board of Directors and outlines the key objectives, elements and initiatives to be undertaken in the coming year.

Distribution of communication to stakeholders will be assessed on a case by case basis.

Briefs and Resource Material

The President shall determine the initial distribution of briefs prepared by SUN. Thereafter, unless briefs are designated CONFIDENTIAL, they shall be available to any individual or organization upon request.

APPROVED