

CORPORATE COMMUNICATIONS RESPONSIBILITIES

It is the policy of The Niagara Parks Commission (NPC) to ensure effective and standardized external and internal corporate communications.

Designated departments are responsible for all corporate communication activities and their collective purpose is to: provide communications advice, services and initiatives that broaden the awareness of Commission activities and its key role in Niagara Falls and Ontario tourism; foster public relations; promote a positive image; contribute to corporate decision-making through strong communication links with all NPC stakeholders; and meet legislative requirements regarding the release of information.

Corporate communication responsibilities include:

OFFICE OF THE CHAIRMAN

The Chairman is the official NPC spokesperson, or in his absence the General Manager or other staff member as designated by the Chairman. All media inquiries must be referred to the Chairman or in the absence of the Chairman to his Executive Assistant or the Marketing department Events & Public Relations Coordinator. Media inquiries include requests for interviews and information that impacts corporate public relations.

Routine requests for general information pertaining to specific departmental concerns such as hours of operation, human resources opportunities, and rates for golf etc. should be referred to the respective department. However, the Office of the Chairman should be informed of interviews and related activities to ensure consistent communications. If the department is uncertain about the impact of a request for information, the request must be referred to the Chairman.

All requests for a speaker must be referred to the Chairman who will serve in that capacity or delegate that responsibility to someone within the organization. Routine requests relating to the operation of a department such as presentations to schools etc. do not require approval from the Chairman. However, the Office of the Chairman must be informed to ensure his/her complete awareness of communications activities.

COMMUNICATIONS**Corporate Communications**

It is policy for the Chairman and Marketing department staff to sign-off and distribute all major news releases and approve all other media relations materials in various forms.

The key responsibilities of the Executive Assistant to the Chairman are to draft, assist and coordinate preparation of the documents required by the Ministry (Annual Report and 3-year Business Plan), write speeches and presentations for the Chairman and respond as deemed appropriate by the Chairman to any issues or questions raised by any published or broadcast reports on NPC initiatives and operations.

With respect to government liaison, the Chairman and/or the Executive Assistant to the Chairman must review all government correspondence prior to release. All government-related inquiries including those by telephone or in writing are to be referred to the Executive Assistant to the Chairman.

All requests for financial information need to be verified with the Senior Director, Finance and Information Technology, prior to the release of such information to the media through the Office of the Chairman or General Manager.

ADMINISTRATION

The Office of the General Manager serves as the chief contact for internal corporate communications. General internal communications will be fostered through e-mail and bulletin boards throughout the Park.

The employee newsletter "Newslines" also serves as a communication venue to and from all employees. The contact for this publication is the Marketing Coordinator, Marketing and Business Development department.

The Human Resources department will be responsible for internal communications relating to human resources notices, job postings, training and development, health and safety and other related functions.

The Corporate Policy Manual will be available on-line for all users and will be maintained by the Office of the General Manager.

COMMUNICATIONS**Corporate Communications**

French Language Services are coordinated at Oak Hall, NPC headquarters. Inquiries can be made at the main reception desk. All other language translation requests should be forwarded to the Office of the General Manager.

All requests for access to corporate information made under the *Freedom of Information and Protection of Privacy Act* are to be forwarded to the Administration Manager at Oak Hall, who is responsible for the administration of this legislation for the Commission and the Release of Information Policy CPM-02-04.

MARKETING & BUSINESS DEVELOPMENT DEPARTMENT

The Marketing & Business Development department is responsible for actively seeking out opportunities for media exposure for NPC and its initiatives and attractions. It oversees all marketing and sales functions, special events in the Park and public relations activities.

All proposals for new publications must be reviewed and approved by the Marketing department before being forwarded to the Chairman for approval. Journal and magazine articles and conference papers require content approval through the Marketing Coordinator, Marketing department prior to submission to any outside publisher or agency etc. and may be forwarded to the Chairman for final approval.

The Commission's logo must be used in accordance with the guidelines set out in the Visual Identification Policy administered by the Marketing department. Any inquiries concerning the use of the logo externally and internally are to be forwarded to the Marketing Coordinator, Marketing department.

The Marketing department must approve, co-ordinate and implement all proposals for signage, advertising, printed or audio/video materials to ensure they are cost effective and meet NPC and industry standards.

Original Signed

John Kernahan,
General Manager