
2.13 Media Communications Protocol

EFFECTIVE DATE AND REVISION DATES:

June 5, 2019

PURPOSE

This protocol outlines procedures and identifies authorized spokespeople to facilitate timely, accurate responses to media audiences that provide appropriate positioning regarding the Local Authorities Pension Plan (**LAPP**) and LAPP Corporation's strategic corporate objectives and overarching key messages.

PROTOCOL

1. All LAPP Corporation staff and members of the LAPP Corporation Board of Directors and LAPP Sponsor Board who are contacted by a representative of the media for comment on behalf of LAPP must direct all requests to the LAPP Corporation Vice President, Stakeholder Relations and Communications (**VP, SRC**).

The VP, SRC is responsible to prepare communications and key messages to help spokespeople answer media inquiries.

a. When absent, the VP, SRC may delegate the preparation of communications and key messages to a designate.

2. The President and Chief Executive Officer (**CEO**) is the authorized spokesperson for LAPP Corporation unless a designate is appointed. In the event the CEO is unavailable, the VP, SRC will respond to media and provide background information.

3. In the event of an emergency situation or critical incident, the VP, SRC may invoke an emergency response plan and/or crisis communications plan, which is under separate cover and supersedes this protocol.

4. From time to time, when policy/political commentary is required, the Chairs of the LAPP Corporation Board of Directors and the LAPP Sponsor Board may be asked to provide comments on behalf of their respective boards. In such a case, the comments/key messages will be reviewed and approved by the respective Vice Chairs.

5. Media training is required for all spokespeople engaging with the media. This training will be provided or facilitated by the VP, SRC and refreshed on a regular basis.