

## **1. CSIA Spokesperson Policy**

1.1 Policy: Active

1.2 Category: Organization Wide

1.3 Approval date: December 7, 2021

1.4 Revision date: Annual Review

## **2. Policy declaration**

This policy describes for CSIA Members and Staff the protocols and procedures for communication and statements of the organization to any audience which include but are not limited to:

- All CSIA Members
- Employees
- Industry Partners
- Vendors
- Contractors
- Sponsors
- Media

This policy includes methods of communication including social media and public forums. This policy is not intended to silence an individual's right to express their person values or thoughts. This policy is designed to limit a singular person or a group of individuals to speak on behalf of the CSIA or appear to speak on behalf of the CSIA without the authority to do so.

## CSIA GOVERNANCE STRUCTURE



### 3. Background

The Canadian Ski Instructors Alliance (CSIA) is an organisation that has over 20,000 Members spread across Canada falling into 6 regions. The leadership role that the CSIA has in the Ski Industry must be upheld through integrity and unity to our Industry Partners. (These include partnerships with other organizations, Ski Areas and vendors) The purpose of the CSIA Spokesperson Policy is to ensure that a consistent and positive message is maintained when the CSIA Board, or its spokespeople, provide information and comment via traditional or social media.

[https://csia.snowpro.com/ServicesServlet/telechargement/document/Written\\_Communication\\_directed\\_to\\_the\\_BOD\\_Policy\\_approved\\_20210506.pdf](https://csia.snowpro.com/ServicesServlet/telechargement/document/Written_Communication_directed_to_the_BOD_Policy_approved_20210506.pdf)

### **3.1 Objectives**

The objectives of this policy are to:

- Ensure that the CSIA maintains a consistent unified voice to other Industry Partners or potential partnerships with any statements that might elude that the organization is being represented.
- Protect the CSIA from risk.
- Provide Staff, Regional Boards, and Members with guidance regarding who can and cannot speak on behalf of the CSIA in any communication medium available.
- Provide all Stakeholders (including Members) the most accurate and up to date information.
- Encourage participation, discussion, and any resulting action through positive and productive manner. \*Please refer to the CSIA National Board Communication Policy\*

### **4. Body of policy**

Responsibility for the implementation of this policy lies with the Managing Director and/or the CSIA National Board and/or the person/persons recognized by the Board. This policy applies to all CSIA Members and Staff, at both a national and regional level.

#### **4.1 Spokesperson**

The official spokesperson of the CSIA is the:

- Managing Director
- The National Board Chair
- Member appointed by the National Board by the way of a majority vote (this will typically be for a specific objective, reason but will carry a specific time frame of service)

### **5. Related policies, documents, and flow charts**

#### **6. Administrative Procedures**

6.1 Access to published policy

6.2 Review of this policy