

OPERATIONAL POLICY			
Department	Corporate Communications	Number	CC-002
Subject	External Spokesperson	Issued	January 29, 2013
		Effective	January 29, 2013
Issued to	Employees and Volunteers	Version	01
Approved by	Vice-President, Marketing and External Relations	Last Review	January 29, 2013

1.0 POLICY STATEMENT

The Calgary Stampede recognizes the need for designated spokespersons to represent the organization publically.

2.0 POLICY RATIONALE

This policy is designed to ensure that all external communications that occur on behalf of the Calgary Stampede are approved and consistent with corporate messaging and strategy.

3.0 SCOPE

This policy applies to Calgary Stampede employees and volunteers.

4.0 POLICY DEFINITIONS

Spokesperson: any person who issues telephone, email or online statements or presents live statements on behalf of the Calgary Stampede.

5.0 POLICY DETAILS

5.1 Spokesperson Delegation

5.1.1 The president and chairman of the board of directors acts as the organization's spokesperson on matters of governance and explains the board's overall strategic direction.

5.1.2 Appropriate speaking venues for the president and chairman of the board of directors include:

- i) Major announcements/events to external audience;
- ii) Presentations/events with government;
- iii) Presentations/events with city council;
- iv) Sponsor summits/luncheons;
- v) Speeches to external groups on the vision of the organization;
- vi) The Stampede media kick-off;
- vii) The Stampede president's rodeo or similar event;
- viii) The Stampede Parade breakfast;
- ix) The Stampede president's reception;
- x) The Stampede publication greetings;
- xi) Stampede grandstand ceremonies;
- xii) Stampede opening of the Parade; and,
- xiii) Presentation of prizes and awards at the Stampede.

5.1.3 In the event that the president and chairman of the board is not able to act as the organization's spokesperson, the vice-chair or chief executive officer will assume the role.

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5.1.4 The chief executive officer represents the organization to major customers, the government, funders, partners and industry associations.

5.1.5 Appropriate speaking venues for the chief executive officer include:

- i) Major organizational announcements to external audiences;
- ii) Presentations/events with government;
- iii) Presentations/events with city council;
- iv) Presentations to potential sponsors and funders;
- v) Presentations to industry groups and suppliers;
- vi) Stampede sponsored events;
- vii) Stampede events involving Stampede sponsors; and,
- viii) General public event greetings during the Stampede.

5.1.6 In the event that the chief executive officer is not able to represent the organization in roles outlined in 5.1.5, vice-presidents or an assigned subject matter expert (SME) will assume the role.

5.2 Matters of Issue/Incident Management

5.2.1 The spokesperson deliberately communicates how the organization is responding, allowing for an escalation of spokesperson as issues evolve.

5.2.2 The chief executive officer is the senior spokesperson for the organization on operational issues/incidents.

5.2.3 The president and chairman of the board is the senior spokesperson for the organization when a crisis reveals a governance matter, the ability of the organization to continue as a viable entity and if an incident or crisis questions the credibility of volunteers.

5.2.4 As an issue, incident, crisis or speaking opportunity evolves, Corporate Communications will assist in identifying a person deemed to be the "subject matter expert" (SME) who will assume the role as the external spokesperson. The SME will work with Corporate Communications to develop messaging on behalf of the Calgary Stampede.

5.2.5 If an issue, incident or crisis is identified through the media, Corporate Communications may choose to provide the initial and/or ongoing response to satisfy media requirements.

5.3 Social Media

5.3.1 Matters regarding External Spokespersons using Social Media are outlined in the Social Media policy.

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6.0 RESPONSIBILITY FOR POLICY ADMINISTRATION

The Corporate Communications department is responsible for policy administration.

7.0 REFERENCES

CC-003 Social Media

8.0 RESCIND DETAIL

None