

Important information about changes to the PFR Media Hotline

Effective Labour Day, Monday September 7, 2009, the Parks, Forestry and Recreation Media Hotline will only be available during regular business hours – Monday to Friday from 8:30 a.m. to 4:30 p.m.

During regular business hours, staff may continue to contact either the PFR media hotline at 416-560-8726 or Wynna Brown, the communications lead in the General Manager's Office, at 416-397-4059, as usual.

After hours, there are a number of changes to procedures. The following information outlines the appropriate steps for staff to take in a number of different scenarios:

- **A member of the media shows up unexpectedly at a PFR program or facility after-hours, wanting to interview a PFR staff person or participant:**

Location staff is expected to:

1. Obtain the details from the reporter about exactly what they are requesting to do and why
2. Politely explain to the reporter that all requests for interviews must be processed through the General Manager's Office or the PFR media line, during regular business hours. Provide the appropriate contact information to the reporter for follow up during business hours
3. Interviews with adult participants may be conducted off City property, on the sidewalk, for example, however, they may not take place within the facility or on City property
4. Staff may not speak to the media without prior permission from the General Manager's Office
5. Advise the on-call recreation supervisor if there are any issues or concerns.

- **A member of the media shows up unexpectedly at a PFR program or facility after-hours, wanting to photograph at a PFR program or location:**

Location staff is expected to:

1. Obtain the details from the reporter about exactly what they are requesting to do and why
2. Contact the on-call recreation supervisor for permission to facilitate. Permission may be granted in some cases, such as a 'weather shot' at an outdoor pool during extended hours or at the ski hills during the winter season
3. If permission is granted, an announcement must be made at the program or facility allowing anyone who does not wish to be involved the option to remove themselves from the shot
4. If permission is granted, model release forms must be signed by all those participants who can be identified in the shot – parents must sign for children

- **There is an after hours emergency at a PFR location or program:**

Location staff is expected to:

1. Follow all other usual emergency procedures and notifications. Inform the on-call management staff of any media issues or interest in the emergency
2. Ensure staff do not speak or engage with the media

- **A member of the media shows up wanting to cover a permitted activity, such as a permitted ice event or stadium event:**

Location staff is expected to:

1. Refer the member of the media to the permit holder for permission. Permit holders are responsible for authorizing and facilitating media coverage at their permitted events.