

# Minutes



## Communications committee – special meeting

Date: September 14, 2007

Time: 3 – 3:30 p.m.

Place: Teleconference and at CASA

### In attendance:

**Name**

Tony Hudson (NGO)

Parker Hogan (IND)

Brian Waddell (GOV)

Lynn McNeil (IND)

Ian Peace (NGO)

Tim Goos (GOV)

Michael Edge (GOV)

Jillian Flett

Sharon Hawrelak

**Stakeholder group**

The Lung Association – Alberta & NWT

Alberta Forest Products Association

Alberta Environment

CNRL and Canadian Association of Petroleum Producers (CAPP)

Residents for Accountability in Power Industry Development

Environment Canada

Alberta Energy

CASA Secretariat

CASA Secretariat

### With regrets:

**Name**

Gord Mounce (IND)

**Stakeholder group**

CAPP

### Alternate and Corresponding Members:

**Name**

Jimmy Sadden

Ken Sterling

Gloria Trimble

**Stakeholder group**

Alberta Energy

Residents for Accountability in Power Industry Development

Environment Canada

Tony Hudson chaired the meeting, which convened at 3:05 p.m. Quorum was achieved.

### Action Items:

Action items	Who	Due
Action Item: Sharon will send the revised policy document to the committee and Ian and Tony will seek NGO sector agreement to the changes by September 14.	Sharon, Ian and Tony	September 14, 2007 (completed)

## 1) Administration

- a. Approval of the agenda: special meeting called for the sole purpose of finalizing the Public Acknowledgement Policy prior to the September 20 board meeting.

## 2) Public Acknowledgement Policy

It was noted that the advertisement by the oil industry (CAPP and SEPAC) that led to this draft policy had been discussed by the Communications Committee at their January 25, 2007 meeting. At that meeting, and two subsequent meetings, the committee had agreed by consensus that the statements made in the ad were factual and not “offending.” The committee had also agreed by

consensus on a draft policy but also that the draft policy would be reviewed by the NGO sector prior to this committee seeking board approval of it. Some concerns were raised by the NGO sector, which necessitated this meeting to discuss proposed revisions to the policy, which were tabled and circulated prior to the meeting by Ian Peace. The two points raised were the ones referring to statements being factual (NGOs suggested it be removed) and that board approved decisions only be permitted in advertising (proposed addition).

Discussion included the following points:

- Having CASA's name "out there" is a good thing.
- A certain amount of discretion should be accorded to the Executive Director as a safeguard against something outrageous being proposed.
- What is being referred to as the "offending ad" is not offensive.
- We should have some confidence in the people we hire – the communications person on staff and the Executive Director should have the wherewithal to implement this policy and others.
- Concern that it is really tough for some organizations to get internal approval, let alone external (CASA) approval. If approval takes a month, it pretty well blocks CASA's ability to appear in any advertising.
- We need to empower the Executive Director and Communications Advisor. By having to go to the board for approval, it erodes the decision-making ability of staff and increases the intensity of board involvement. Agree with others that it would be a step backward.
- Agree with others that approval should be at the discretion of the Executive Director, other proposals are complicating the approval process unnecessarily.
- Public acknowledgement should be reflective of board decisions but not referred to the board.
- The ad in question arose from a board decision although the ad didn't specifically identify the board decision (decisions in Flaring and Venting Team's report from 2003).
- The proposed addition meant existing board decisions.
- The ad passed the Communications Committee but the NGO sector almost unanimously didn't think this ad was good.
- Similar ads would not be blocked by the proposed amendment because it the content of the ad did arise from board approved recommendations by a team.
- If the NGO sector doesn't want ads like this published, say so – be blunt.
- Does the ad lend much to CASA – what's in it for CASA?
- Learning is a iterative process. Maybe in future, what CASA does is ask how they can make the ad more mutually beneficial.
- We've heard it, read it and let's make sure we learn from it.
- How does CASA benefit from this ad?
- Challenge is to come up with criteria to reflect that sentiment and not be an impediment.
- The ad copy should reflect CASA's contribution, involvement or participation.
- Be prescriptive – still allow ads but be more focussed on CASA.
- At some point, "process" should be identified.

The Communications Committee agreed by consensus to keep number one in the list of provisions, "The statements made are factual," in the policy. It also agreed on the following wording for number five, "Public acknowledgements by CASA should focus on participation, contributions, partnerships with CASA, Board approved recommendations or the CASA process." The committee also agreed

that if the NGO sector agreed to the revised document, the committee is okay with sending it to the board for approval at their September 20 meeting.

**Action Item: Sharon will send the revised policy document to the committee and Ian and Tony will seek NGO sector agreement to the changes by September 14.**

### 3) Next meeting dates

A teleconference to finalize the 2008 Communications Plan was scheduled.

October 24	In-person, 9:30 a.m. to 3 p.m. at CAPP in Calgary
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4) Adjournment – The meeting was adjourned at 3:45 p.m.