

E - PUBLIC RELATIONS AND EDUCATION

The **Land Trust** believes that effective communication and education are critical elements in promoting the conservation of natural, agricultural and cultural heritage landscapes. Clear, open communications and community education will be promoted on an ongoing basis.

E1.0 PUBLIC RELATIONS

- E1.1 Organized press conferences and related materials must be approved for format and content by the Board of Directors;
- E1.2 Only the President of the Board of Directors, or a designate, shall be the representative for the Land Trust and has the authority to represent the interests of the Trust to the media;
- E1.3 In the absence of the President, the Vice-President shall be designated to represent the interest of the Trust with the media;
- E1.4 On occasion, the Board of Directors may appoint staff or a member with special background or expertise to be the representative for the Trust on a particular issue and designate them to represent a particular interest of the Trust with the media;
- E1.5 Any Director, member or volunteer who receives inquiries from the press or media shall refer them to the President or the assigned designate;

E2.0 COMMUNITY EDUCATION

- E2.1 The Land Trust will promote education initiatives that are consistent with its goals and objects;
- E2.2 The Land Trust will implement an education program that provides information and training to volunteer representatives, landowners, staff and directors;
- E2.3 The Land Trust will work with other land trusts and the Ontario Land Trust Alliance (OLTA) to collectively encourage policies and programs that will expand the opportunities for land and water conservation.