



Communications and Media Relations

**CO-CHAIRS: MICHELLE JOHAL &
CHRISTINE MAINVILLE**

THREE KEY ACCOMPLISHMENTS SINCE IN THE LAST 12-MONTHS:

1. FIELDING ALL MEDIA INQUIRIES DIRECTED AT THE CLA
2. ENSURING THAT THE CLA IS PART OF THE PUBLIC DISCOURSE ON ISSUES OF IMPORT TO OUR MEMBERS
3. ENSURING THAT OUR MEMBERS' AND OUR CLIENTS' INTERESTS ARE ADVANCED BY THE CLA'S PUBLIC STATEMENTS

THREE KEY INITIATIVES UNDERWAY:

1. ENSURING CONSISTENCY OF MESSAGING THROUGH USE OF RESOURCE-PERSONS AND INVOLVING THE CLA PRESIDENT AND EXECUTIVE AS APPROPRIATE
2. ENSURING TIMELY RESPONSES TO MEDIA ENQUIRIES
3. CONTINUE RESPONDING TO MEDIA INQUIRIES AND PROVIDING STATEMENTS AND INTERVIEWS WHERE IT BENEFITS OUR MEMBERS