

Aboriginal Tourism Association of British Columbia 2010 Games Media Relations Protocol

Responding to Media Inquiries

AtBC has two staff acting as media contacts. These contacts will acknowledge all incoming media inquiries, evaluate the request and help direct AtBC's response.

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Media Relations for AtBC

Media Spokesperson

Keith Henry, Chief Executive Officer, will act as spokesperson for AtBC when a media request requires an interview or comment about the association or industry trends.

The goal of the 2010 Games-time media relations campaign is to connect stakeholder tourism operators with international media. Operators are encouraged to help media get information, interviews and footage of their businesses in action, but **any and all comments about the industry or association must be left to Keith Henry.**

Political and Related Interview Requests

AtBC is a tourism industry association, not a political organization.

AtBC will not respond to media requests pertaining to perceived political issues such as First Nations roadblocks, protests, Aboriginal leadership calls, treaties, land claims or similar topics.

AtBC will acknowledge receipt of these requests but will defer to local First Nations communities or organizations for comment where possible. As political statements, protests and other such activities are best dealt with by political spokespeople from within the First Nations community.