



ADMINISTRATION POLICY MEDIA RELATIONS

EFFECTIVE: January 2008
REVISED:
REVIEWED: September 2008
RELATED POLICIES:

POLICY

Northern Lights College is committed to providing prompt and accurate information to the news media, through the Communications and Marketing Department. The Communications Manager is responsible for media relations.

PROCEDURE

All media requests regarding the activities/ administration of the College are to be coordinated through the Communications Manager. Any release of information to the news media is the responsibility of the Communications Manager.

Staff and faculty who wish to publicize an achievement, activity, or event should contact the Communications Manager to discuss appropriate media coverage. That could include issuing a media release, contacting media to arrange for interviews or a media conference, and/ or including the information in the College's internal staff newsletter.

The Communications Manager will determine an item's newsworthiness, and which method(s) of communication outlined above is (are) appropriate for each event or activity. (S)he will be the final authority on the appropriate journalistic style of any media releases.

The Communications Manager will refer drafts of official College announcements to the President and the appropriate department head, campus administrator, Dean, or Vice-President.

Responsibilities of the Communications Manager in dealing with the Media:

- Dealing with requests from the media for information/ updates on any College activity, including but not limited to: administrative matters; staff/ faculty/ student achievements; upcoming events; or future plans/ direction of the College;
- Issuing media releases regarding College activities;
- Assigning a spokesperson(s) on matters related to College administrative issues;
- Acting as spokesperson for the College when so designated by the President;
- Providing the media with experts from the College to respond to media inquiries of a more general nature, not pertaining to specific College matters;
- and communicating with the media during times of crisis.

Guidelines for College staff/faculty when contacted by the Media:

- The President (or designate) is the official spokesperson for the College.
- If an individual staff/ faculty member is contacted by the media seeking information for a story, the media should be directed to the Communications Manager.

- The Communications Manager will arrange for an appropriate College spokesperson to talk to the media.
- The Communications Manager may provide guidelines to the designated spokesperson. Those guidelines could include, but are not limited to: commenting or not on issues of College policy/ administration; commenting or not on an accomplishment as it relates to larger social/ public policy; or commenting or not on the College's position on an issue.
- When provision of information to the media involves release of College records or the release of personal information, current privacy and access to information legislation, and regulations and/ or policies of the College will apply.