

TITLE: MEDIA RELATIONS

POLICY STATEMENT:

The Marketing and Communications Department facilitates contact between members of the media and College members. The Department promotes positive media coverage and ensures consistent and appropriate messaging that fosters a positive college reputation and advances the achievement of college goals. All news releases on behalf of RDC are issued by the Marketing and Communications Department with the exception of those departments who have been approved by the Marketing and Communications Department.

PURPOSE:

RDC encourages positive relations with the media: local, provincial, national and international. This policy helps to ensure the College is represented with consistent messaging and with one clear voice in interactions with the media – this continuity leads to enhanced academic reputation and efficiency of college messages. By acting as “one point of contact”, the Marketing and Communications Department can strategically determine timing of messages, occasions to intertwine academic messages with corporate messages and identify suitable opportunities to advance the College’s future vision and goals.

Unfavorable media relations and coverage could lead to diminished academic reputation and community support.

SCOPE:

This policy applies to all RDC faculty, staff, volunteers and contractors and to all print, electronic and online media.

PRINCIPLES:

1. RDC treats media in a fair and equitable manner.
2. Media relations are conducted according to high professional standards.

DEFINITIONS:

Media Relations: The interaction with print, electronic and online media in order to communicate RDC’s newsworthy messages, stories and information in a positive, consistent and credible manner. This interaction generates editorial coverage designed to increase public interest in, or awareness of RDC, its programs, students, faculty and staff.

GUIDELINES:

The College obtains permission to publicize photographs of individuals or personal information as per the RDC Freedom of Information and Protection of Privacy Policy.

PROCEDURE:

1. The Marketing and Communications Department is the primary contact with the media.
 - 1.1. The Department has contacts and experience, which may help internal clients gain access to opportunities with appropriate knowledge of what the media require, and

what requests are fair and reasonable. Opportunities would include, but are not limited to: news conferences, media invitations to come on campus, interviews, photo opportunities.

2. There may be unplanned or unscheduled times when faculty and staff are approached by the media for comment (including, but not limited to: internal or external events, conferences).
 - 2.1. Individuals that have spoken to the media must notify the Marketing and Communications Department after the interview, to ensure that the College is aware of: what stories are being covered by the media; how those stories connect and/or lead to future stories; and if any further follow-up is required.
 - 2.2. If individuals are uncomfortable speaking to the media, they can direct the media to contact the Marketing and Communications Department.
 - 2.3. The Marketing and Communications Department works with any individual to prepare them to speak to the media.
3. Faculty and staff contact and respond to social media in accordance with the Social Media Policy.
4. When public comment on behalf of the College is requested or required, the Marketing and Communications Department in consultation with the President's Office identifies the most appropriate spokesperson for the College for any given topic or crisis situation. The Marketing and Communications Department works with the appointed spokesperson to assist with message development and coaching (if necessary) prior to media interview.
5. The Marketing and Communications Department facilitates media requests for experts to speak to issues in the news. Faculty are free to discuss any topics related to their areas of academic expertise.

OFFICER RESPONSIBLE: Vice President of College Services

RECOMMENDING AUTHORITY: Service Council

CONSULTATION FOR REVIEW: Senior Administration, Marketing and Communications Department

POLICY REVIEW DATE: February 2020

EFFECTIVE DATE: February 1, 2015

REVISION HISTORY: February 1, 2001 (Publicity and Media Relations Standard Practice)
February 1, 2015 (standard practice rescinded, Media Relations Policy in effect)

RELATED POLICIES:

- Social Media Policy
- Freedom of Information and Protection of Privacy
- Conflicts of Interest and Mandatory Disclosure Policy

CONNECTION TO BOARD POLICIES:

All RDC policies support relevant Board of Governors operational policies.