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| Media Relations | |
| Policy: Media Relations | |
| Category: Administrative | Approval Date: June 25, 2020 |
| Procedure Owner: Vice President Corporate | Effective Date: July 1, 2020 |
| Procedure Administrator: Marketing and Communications | Review Period: 5 years |
| Associated Documents: Social Media Manual | |

PURPOSE

To outline the steps required to comply with Red Deer College's Media Relations Policy.

PROCEDURE

1. The Marketing and Communications Department is the primary contact with the media.
2. 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 include news conferences, media invitations to come on campus, interviews and photo opportunities.
3. There may be unplanned or unscheduled times when faculty and staff are approached by the media for comment including internal or external events and conferences.
4. 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.
5. If individuals are uncomfortable speaking to the media, they can direct the media to contact the Marketing and Communications Department.
6. The Marketing and Communications Department works with any individual to prepare them to speak to the media.
7. Faculty and staff contact and respond to social media in accordance with the Social Media Manual.

8. 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.
9. 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.