



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

PURPOSE

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

PROCEDURE

1. The Strategic Communications and Marketing is the primary contact with the media.
2. Strategic Communications and Marketing 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 Strategic Communications and Marketing after the interview to ensure that the Polytechnic 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 Strategic Communications and Marketing.
6. Strategic Communications and Marketing 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 Polytechnic is requested or required, Strategic Communications and Marketing, in consultation with the President's Office, identifies the most appropriate spokesperson for the Polytechnic for any given topic or crisis situation. Strategic Communications and Marketing works with the appointed spokesperson to assist with message development and coaching (if necessary) prior to media interview.
9. Strategic Communications and Marketing 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.