



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

PURPOSE

To protect and promote Red Deer Polytechnic's image and reputation to controlled and positive interactions with the media.

SCOPE

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

POLICY

1. Red Deer Polytechnic treats media in a fair and equitable manner.
2. Media relations are centralized with Strategic Communications and Marketing and conducted according to high professional standards.
3. All news releases on behalf of the Polytechnic are issued by Strategic Communications and Marketing with the exception of those departments who have been approved by Strategic Communications and Marketing.
4. The Polytechnic obtains permission to publicize photographs of individuals or personal information as per the Polytechnic's Information Access and Privacy Policy.

RELATED POLICIES

Brand Standards Policy
Employee Code of Conduct
Information Access and Privacy

DEFINITIONS

Media Relations: The interaction with print, electronic and online media to communicate the Polytechnic'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 the Polytechnic, its programs, students, faculty, and staff.