

POLICY TITLE	CR-02 Media Relations Policy
POLICY HOLDER	Director, College Relations
ORIGINAL DATE	February 7, 2005
REVIEW DATE	March 2014
REVISED DATE	March 2014
NEXT REVIEW	January 2019

POLICY

Yukon College is committed to actively engaging the media with Yukon College news, through its College Relations department.

Approval Statement

With the consent of the Senior Executive Committee and approval of the President this policy is hereby deemed in effect the 12 day of March, 2014.



President, Yukon College

March 12, 2014
Date

1.0 PURPOSE

Yukon College is a complex and dynamic institution working with a diverse partnership network, student body, and general public. The media provides Yukon College with a vital link to the general public that the College serves.

Yukon College strives to engage in a positive relationship with the media to ensure that newsworthy stories generated at the College receive appropriate media coverage.

2.0 GOVERNING LEGISLATION AND RELEVANT DOCUMENTS

Yukon College Act,
Board of Governors Policy #3: Yukon College President Responsibilities.
Yukon Government Communications Protocol
Access to Information and Protection of Privacy
Social Media Guidelines

3.0 SCOPE

This policy applies to students, staff, faculty, contractors and other members of the College community who engage the media to provide information about College programs, services, and activities or to act as a spokesperson to communicate information on the College.

4.0 DEFINITIONS

N/A

5.0 PROCEDURES

The media provides a vital link to the public served by Yukon College and the College is committed to ensuring the media are provided with accurate, timely, and objective information about College programs, services, and activities.

5.01 Communicating with the Media

The activities of the College generate many newsworthy stories, which may be of interest locally, nationally, and internationally. The College Relations Office will actively seek media coverage by providing information in a useful form to the media.

The College Relations Office will prepare and coordinate all communications for the media, unless other arrangements have been made by the President or the Board of Governors. Communications with the media may include such items as:

Backgrounders: The College relations Office may prepare a brief summary of information on a topic of interest to the media, which may include relevant historical information and/or summaries of important information related to the topic of interest;

Fact Sheets: Fact sheets are typically in the form of questions and answers on a topic of interest to the media or a bulleted list of relevant facts;

Media Releases: All College media releases will be approved and released to the media by the College Relations Office, unless otherwise arranged and posted on the College Relations webpage;

Press Conferences: Press conferences will only be called by the Chair of the Board of Governors, the President, or the Director of College Relations.

And any other means deemed appropriate by the Director, College Relations.

When media representatives directly approach a campus, department, or College staff member seeking information about College programs, services or activities, they are to be directed to College Relations Communications Officer or Director. The College Relations will make reasonable efforts to provide the information requested to media in a timely manner.

Anyone contacted by the media will not respond on behalf of the College unless previously authorized to do so by the President, Communications Coordinator or Director of College Relations.

Yukon College employees and students will be advised by the College Relations Office if their name is to be issued on a media release. In such cases, employees and/or students may be contacted directly by the media; they may speak directly with the media without any further involvement from the College Relations Office.

5.02 Spokespersons

The Chair of the Board of Governors or designate is the official spokesperson for providing information to the media about Board decisions and deliberations.

The President or designate is the official spokesperson for the College in all other matters. Public statements, verbal or written, about an approved College position on any matter, are the sole responsibility of the President.

The College Relations Office will identify an appropriate spokesperson(s) with respect to requests for information concerning College business, and will be the first point of contact for the media.

College employees who are engaged in providing information about College business to the public through other mediums, such as social media sites is considered a College Spokesperson and as such, will ensure all communications meet high standards of content and presentation. See the social media guidelines.

5.03 Joint Communications

All communication with the media that involve other organizations, such as the Government of Yukon will follow established and approved protocols.

Where such protocols are not established and approved, the College Relations Office will provide notification and receive appropriate approval for joint media communications.

6.0 PROBLEM SOLVING

Any questions or concerns arising out of the intent, content, implementation, or application of this policy should be reported to the Director, College Relations.

Where a concern or dispute arises from a decision made as a result of enforcing this policy, the Director, College Relations and/or the Director, Human Resources should be notified as soon as possible after the decision has been made. In such cases the procedures for administering discipline and processing of grievances will follow the relevant sections of the Collective Agreement Between Yukon College and The Public Service Alliance of Canada.

7.0 FORMS

8.0 APPENDICES

N/A

9.0 ADDENDUMS

Addendum A – Policy Communication Checklist

ADDENDUM A - POLICY COMMUNICATION CHECKLIST

Policy Name: Media Relations Policy

Number: CR-02

Submitted by: Jacqueline Bedard

List those consulted with in preparation of this policy:

Name	Department	Date
None for update		

The order for communication and/or consultation for a new or revised policy is as follows:

1. SEC – initial review and recommendations from SEC membership;
2. Identified stakeholders within Yukon College in order of priority – see below;
3. SEC – to be briefed on any issues arising out of stakeholder consultations;
4. Staff – SEC members to bring policy to their staff for feedback (*SEC member introducing this policy is responsible for sending to SEC, requesting that it be circulated to their staff for feedback*);
5. SEC – final draft supported by SEC membership and approved by the President.

This checklist must be completed prior to the final draft of a policy being presented to SEC for presidential approval.

Body	Communication Planned	Completed	Comments
SEC	Feb 19		
Student Union	n/a – update only		
Employee’s Union	n/a		
Occupational Health and Safety	n/a		
Academic Council	n/a		
Board or a Board subcommittee	n/a		
<i>Other</i>			
SEC for Final Review	March 12, 2014		