

Ch2-s3-01**Media Philosophy, Standard Practice and Policy**

Responsible Authority:	Marketing and Communications
Approval Authority:	Senior Team
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PURPOSE

In the interest of maintaining the positive image of Confederation College, it is important that the College is projected in a manner in keeping with the brand. Confederation College's relationship and brand in the community is affected in large part by media exposure. Although all employees and students share in contributing to good media relations, it is important that protocols and procedures are followed in sharing newsworthy items with the media.

SCOPE

This Policy applies to the all members of the Confederation College community including: all employees, staff, faculty, contract employees and Board of Governors.

DEFINITIONS

This includes an explanation of terms and abbreviations used within the policy and procedure.

Word/Term	Definition
Media Coverage	Content that is published by a media outlet.
Media Outlet	Organizations and/or individuals dedicated to publishing news for consumption by the general public or specific target audiences.
Media Inquiry	Request or question from a media outlet.
Official Spokesperson	The President or a designate which may include a Vice President or a program, project or subject matter expert.
Crisis	An occurrence which harms, or threatens to harm, members of the College community, College property, and/or College services and may harm, or threaten to harm, the reputation of the College.

PHILOSOPHY

- Positive media coverage is encouraged and welcomed.
- Inquiries are dealt with in a timely and respectful manner.
- All media outlets will be dealt with impartially, in keeping with the need of the media to receive and report within their respective time and deadlines.
- Although there are times when it is inappropriate to comment (e.g. opinion on another school's practices, something which is outside of the purview of the college, personnel issues, etc.) we will not respond with "no comment". Instead we will direct the media to a dialogue that is appropriate and important to Confederation College.
- The Communications Office will be the central information and co-ordination point for all media inquiries and activity on campus-related operational practices and will act as facilitator, coordinator and manager at media-related functions and opportunities.

At the regional campuses, Campus Directors will act as the media contact/spokesperson for media inquiries and activity of a general nature related to their specific regional campus. All other media requests will be referred to the Communications Office at the main campus. When acting as spokesperson, the Campus Director is to inform the Communications Office of the media interview by forwarding the media request, details of their response and date the resultant article is to run to the Communications Office within 24 hours.

POLICY

In keeping with our intent to encourage media coverage, we must make certain that the information and visual/audio needs of the media are met in a timely manner and that the information is most accurate at the time of dissemination. In order to facilitate this:

Thunder Bay Campus

All personnel at the Thunder Bay campus are to direct any media inquiries to the Communications Office through the Media and Communications Officer.

Regional Campuses

All personnel at the regional campuses are to direct any media inquiries to the Campus Director, to be handled as per the Philosophy section.

Also in keeping with our objective of increased and positive media coverage, faculty, staff and students at all campuses are encouraged to identify potential good news stories that can be provided to the media in a proactive manner. Stories of this nature should be provided to the Communications Office by contacting the Media and Communications Officer.

The Communications Office will make an assessment based on the following criteria:

- The story's timeliness and urgency
- The benefit of the story in relation to the overall goals of the organization
- The ability to respond in relation to the information available or that could be made available

The Communications Office will then initiate or, in the case of a regional story, collaborate with the Campus Director, on one or more of the following:

- Respond with information available (i.e. no interview)
- Pitch the story to media outlets
- Investigate the story further and then determine level of response, if any
- On identification of validity and/or value of the response, develop a statement and, in the case of an interview, Q&As
- Identify the spokesperson, co-ordinate a time for the interview
- Brief the spokesperson and attend the media interview
- Monitor the interview and do a post assessment

STANDARD PRACTICE

In keeping with our intent to encourage media coverage, we must make certain that the information and visual/audio needs of the media are met in a timely manner and that the information is most accurate at the time of dissemination. In order to facilitate this:

- Media advisories, media releases, public service announcements and other media collaterals will be forwarded to media outlets by the Communications Office
- Follow-up will be done in advance when media are asked to attend events on site.
- All media releases and notices will be archived on the Confederation College website.
- Media arriving at the main campus are asked to identify themselves to the Communications Office representative at the designated event location. Should the visit be unscheduled, media are asked to identify themselves, on arrival, to employees of the Hub and indicate the purpose of their visit, who they are meeting and where they are going within the College. Employees of the Hub will contact the Communications Office with said information immediately.
- Media arriving at a regional campus are asked to identify themselves, on arrival and be referred to the Campus Director.
- Media will be greeted and/or accompanied by a member of the Communications Office staff when on site at the main campus.
- Media will be greeted and/or accompanied by the Campus Director when on site at a regional campus.

OFFICIAL SPOKESPERSON

For all media inquiries about campus-related operational practices:

Unless otherwise identified, for reason designated as a program, project or subject expert, the Office of the President will act as the primary spokesperson unless the President defers to a Vice President, program, project or subject expert.

If the President is unavailable, designation of the spokesperson will be directed to a member of the Senior Team, as identified by their area of responsibility. In their absence, a designate may be identified, in advance, from the Deans, Directors or Managers for their respective areas.

For general media inquiries at Regional Campuses:

The Campus Director may act as an official spokesperson relating only to general subject matter related to their specific regional campus.

MEDIA MATERIALS

All media advisories, releases, story submissions, public service announcements and other media collaterals must be approved by the Communications Office and formatted using the official media templates.

Campus Directors will submit all of their written/prepared campus media materials through the Communications Office for review prior to media distribution. The Communications Office will give these submissions priority and commit to a 1-2 business day(s) or less turnaround on the vetting of these materials. In the case where the material is comprehensive in nature and requires research, a timeline will need to be discussed in advance.

EVALUATION AND MONITORING

The Communications Office will monitor the media following a release, interview and/or media event and will archive and assess the resulting coverage.

If, in certain circumstances, there is a need to correct, respond and/or add to the ensuing coverage, the Communications Office will develop a needs assessment, an appropriate strategy and direct and communicate an appropriate response/clarification.

EMERGENCY COMMUNICATIONS

In the case of communication within an emergency or crisis, please refer to the *Communications Policy and Procedure in Case of Emergency*.

RELATED POLICIES

2-3-02: Communications Policy and Procedure in Case of Emergency