

## **1.0 POLICY**

Grant MacEwan University shall implement and maintain processes to ensure consistent communications with the media.

## **2.0 RATIONALE AND GUIDING PRINCIPLES**

### **2.1 Purpose**

The purpose of this policy is to provide clarity on communications when members of the MacEwan community are speaking informally with the media and to identify who may formally represent the University when communicating with the media on official matters. The goal of this policy is to maintain and promote a positive reputation for the University.

### **2.2 Rationale and Guiding Principles**

- 2.2.1 In a large and dynamic institution, it is necessary to clarify who may speak on behalf of the institution and under what circumstances. This ensures consistency in messaging about the University, its values and mission, its programming and the services it provides.
- 2.2.2 MacEwan's media relations advisor provides pre and post media support for members of the MacEwan community who are working with the media as a way to manage overall relationships with the media.
- 2.2.3 The University recognizes the academic freedom of its faculty and believes that matters of academic freedom are represented through policies C5054 and C5051.

## **3.0 SCOPE AND DEFINITIONS**

### **3.1 Scope**

This policy applies to all members of the MacEwan community.

### **3.2 Definitions**

- 3.2.1 **Executive officer** means the president, vice presidents and equivalent positions.
- 3.2.2 **Media**, for the purpose of this policy, is defined as those forms of communication that include, but are not limited to, newspapers, television, radio, print materials and internet.
- 3.2.3 **Members of the MacEwan community** are those persons involved in conducting University affairs (staff, faculty, administrators, Board members and contractors).
- 3.2.4 **Officer** means the president, vice presidents and equivalent positions, deans, directors and equivalent positions.

#### **4.0 REGULATIONS**

- 4.1 The executive officer responsible for Student Services is accountable for oversight of this policy.
- 4.2 The officer responsible for University strategic communications and corporate marketing is responsible for implementation of this policy.

##### **Areas of Authority**

- 4.3 The Chair of the Board of Governors, president, executive officers, the officer responsible for University strategic communications and corporate marketing, and the University's advisor responsible for media relations are the official spokespeople authorized to speak for the University when dealing with the media.
- 4.4 MacEwan staff and administrators have the right of personal opinions, but they must avoid creating the impression that they speak for the university unless they are expressly delegated that responsibility by an official spokesperson (see 4.3 and 4.7).
- 4.5 Policies C5054 and C5051 guide MacEwan faculty.
- 4.6 The officer responsible for University strategic communications and corporate marketing and/or the advisor responsible for media relations may delegate responsibility of responding to media to specific individuals based on their prior consent.
- 4.7 All MacEwan media conferences and news releases shall be coordinated by the officer responsible for University strategic communications and corporate marketing and/or the advisor responsible for media relations.

##### **Roles and Responsibility**

- 4.8 The officer responsible for University strategic communications and corporate marketing and/or the advisor responsible for media relations shall:
  - 4.8.1 answer all media inquiries in a timely manner;
  - 4.8.2 establish and communicate protocols to the media for interactions with the University;
  - 4.8.3 request assistance from executive officers when appropriate;
  - 4.8.4 advise executive officers of any potential inquiries that may impact the reputation of the University; and
  - 4.8.5 coordinate MacEwan media conferences and news releases on behalf of the University.
- 4.9 When dealing with the media in an official capacity, a spokesperson shall:
  - 4.9.1 respect the principle of policy, security, the judicial process and laws governing the disclosure of information (FOIP); and
  - 4.9.2 ensure the accuracy of any information being provided.

- 4.10 Responsibility for compliance with MacEwan policies and procedures extends to all members of the MacEwan community. Non-compliance may create risk for MacEwan and will be addressed accordingly (see clause 4.5.1 "Respect for the law and University governance" of the University's policy D1200 Code of Conduct – Employees for additional guidance).

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**FACT SHEET**

**Relevant Dates**

Approved: 2011.04.14

Next Review: 2016.04

**Source**

Modification History:

82.09.16	Policy E6115 approved 82.09.16 by Board Motion 14-2-82.83
01.07.05	Updated terminology (Marketing and Communications, Chair)
03.02.01	Terminology and format updated – “Executive Director, Student Services”
08.03.28	Formatting and regulations updated. Name changed to “Media Enquiries”. Merged with Policy E6120 – News Releases, Public Statement and News Conferences.
2011.04.14	Revisions approved by Board Motion 01-04-14-2010/11.

References and Acknowledgements:

**Accountability:**

Office of Accountability:	Vice President, Student Services
Office of Administrative Responsibility:	Associate Vice President, Student Services
Approved By:	Board of Governors
Contact Area:	Strategic Communications and Corporate Marketing
Authority:	

**Related and Associated Matters**

Associated Policies & Procedures: C5054 Academic Freedom; C5051 Code of Conduct for Integrity in Research and Scholarly Activity

Associated Guidelines/Manuals, Forms:

Related Topics:

Related Policies: D1200 Code of Conduct – Employees; B2340 Communication with the Board of Governors