

Procedure Information	
Related to Policy No:	AD-CO-4.15
Approved by:	Executive Committee
Approval Date:	November 8, 2023
Executive Responsible	Executive Director, Marketing and Communications
Administrator Responsible:	Executive Director, Marketing and Communications
Date of Next Review:	February 2025

MEDIA RELATIONS PROCEDURES

Definitions

News Media Content

Written, photographed, audiotaped or videotaped material developed to engage a key audience via print, broadcast, and/or digital methods of distribution.

Media Outlet ("the news media")

An organization or individual acting with the goal of broadcasting, publishing, or otherwise sharing media content.

News Media Outreach

Media relations work initiated by the College (or members of the college community).

Responsive Media

Media relations work in response to external initiatives.

Procedures

Responsibilities

1. Communications Services, under the leadership of the Executive Director of Marketing and Communications, oversees all news media relations at the College including:
 - 1.1. Contacting news media outlets ("the media"), creating, and sharing media content, and responding to media requests;
 - 1.2. Documenting media coverage;
 - 1.3. Providing media-relations training and coaching to approved CNC community members asked to speak on behalf of CNC; and
 - 1.4. Following up with the media in case of factual errors, misrepresentations, or other issues of journalistic integrity.

2. Members of the college community are responsible for:
 - 2.1. Reaching out to Communications Services as early as possible when contacted by the news media or when proposing news media activity that is proposed to take place on a college campus such as a sanctioned event;
 - 2.2. Speaking accurately on behalf of the College when approved to do so; and
 - 2.3. Working collaboratively and professionally with the media as ambassadors of the College.
3. The President and CEO or their designate is responsible for:
 - 3.1. Initially approving media relations content;
 - 3.2. Speaking on behalf of the College; and
 - 3.3. Further delegating a subject matter expert to speak on behalf of the College, as needed.
4. Vice Presidents are responsible for media relations activity assigned to them by the President, supported and advised by the Executive Director of Marketing and Communications or their designate. Responsibilities of vice presidents may include:
 - 4.1. Further delegating subject matter experts to support responses; and
 - 4.2. Providing approval for content and response strategies related to media content and/or news media outreach.
5. Deans, Directors, and Regional Principals are responsible for:
 - 5.1. Recommending subject matter experts within their portfolios to speak on behalf of the college; and
 - 5.2. Reviewing the proposed messages/talking points of subject matter experts for accuracy.

Responding to News Media Inquiries

6. All media inquiries will be sent to Communications Services as quickly as possible:
 - 6.1. During business hours to media@cnc.bc.ca or via the designated telephone line listed on the cnc.bc.ca website's news section.
 - 6.2. After hours, to the Executive Director of Marketing and Communications via email.

7. When a media inquiry is received, ask for time to consider the request and for the following details to provide to Communications Services:
 - 7.1. Reporter's name and media outlet;
 - 7.2. Deadline for an interview or response;
 - 7.3. Focus of the story; and
 - 7.4. Others who may be taking part in the story.
8. Communications Services will review all media inquiries promptly, notify the President for direction, work with the responsible (s) as assigned by the President, and advise on next steps for responding.
9. It is acceptable to ask for the general focus of the interview; however further questions must be discussed with Communications Services.
10. Do not use the phrase "no comment" which may suggest withholding information.

Media Outreach

11. Individuals or groups proposing media outreach will work with Communications Services to:
 - 11.1. Create a promotional plan with clear goals for the media outreach activities;
 - 11.2. Develop a schedule to allow for the creation of media content and other preparation;
 - 11.3. Consider the needs and approval processes of any partners, funders, or other stakeholders; and
 - 11.4. Provide sufficient time for the development of materials and plans. Four weeks of notice will be required for CNC specific stories, with six weeks required for stories involving third parties. These deadlines may change based on Communications Services workload.
12. Content developed for media outreach must only use photos, videos or other recordings of individuals if they have provided written consent through the photo/video/story release form.
13. Content for media outreach will be approved as follows:
 - 13.1. Matters relating to governance or the hiring/appointment of the President: Chair of the Board of Governors.

- 13.2. All other matters: President and CEO or designates.
- 14. Communications Services will seek approvals from the President as well as Vice Presidents, Deans, and/or Directors (as delegated) for media content:
 - 14.1. In principle prior to development; and
 - 14.2. At final draft stage prior to publication or distribution.

Public Comment

- 15. Sometimes, individuals may be asked by the media to comment on topics unrelated to the College, or as part of research that may not necessarily include the college. In this situation, it is important to always protect the privacy of others, maintain confidentiality, and follow the Freedom of Information and Protection of Privacy Act (FIPPA).
- 16. Members of the CNC community must inform Communications Services of such media requests at their earliest opportunity.
- 17. Individuals may only mention their connection to CNC if they have been approved to speak on the College's behalf.
- 18. While an individual may identify their place of employment, the individual must note that their opinion is their own and not representative of their employer.
- 19. College facilities, equipment, or other property must not be used for media relations unrelated to CNC unless approved by the President and CEO or their designate.
- 20. Interviews involving third-party activities on CNC campuses must not impact the operations or reputation of the College.

Media and Productions on Campus

- 21. Media representatives are asked to contact Communications Services before visiting campus.
- 22. Production representatives such as videographers or photographers for non-news gathering purposes must make arrangements with communications services a minimum of two weeks in advance of the proposed production date, and ideally four weeks to provide for fulsome review.

- 22.1. Production representatives will require a communications services staff member to review all production plans and be available throughout the representative's time on campus.
23. Media representatives may photograph or record groups of individuals in public spaces or attending a public event.
24. Attendees at college public events will be informed that photographs, video, and other recording may be taken during the event and used for promotional purposes or by media representatives.
25. Media or production representatives may not enter private spaces such as classrooms or office spaces without adequate notice and consent.
26. Anyone may choose not to be photographed or recorded for the media.

Related Policies, Documents, and Websites

- Media Relations policy
- Photo/video/story release form for consent to photograph

Procedure Amendment Log

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