

Policy Information	
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Approved by:	Executive Committee
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Executive Responsible	Executive Director, Marketing and Communications
Administrator Responsible:	Executive Director, Marketing and Communications
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MEDIA RELATIONS

Policy Statement

This policy sets out how the College of New Caledonia (“CNC” or “the College”) will manage college news media relations. It provides guidance for CNC community members to respond to media inquiries and engage in media outreach.

Purpose

This policy ensures that the College’s media relations are centrally coordinated to provide accurate, efficient, timely, and professional communications.

This policy also ensures that CNC community members who interact with the news media receive guidance and support where necessary and lays out a framework for how they can appropriately share their relevant perspective and expertise.

Scope

This policy applies to all CNC employees, board members, contractors, and volunteers and to all news media activities taking place on behalf of CNC or on CNC campuses.

Principles

1. CNC welcomes media interest and will work to accommodate requests within the college’s mandate and expertise.
2. The College recognizes the importance of providing the public with accurate and timely information related to college decisions, direction, operations, goals, and accomplishments.
3. CNC supports the sharing of research with the greater community within the college’s mandate and areas of expertise.
4. The College and its employees will conduct media relations in a manner consistent with its vision, mission, and values.

5. Communications Services oversees all CNC media relations and will work to ensure media engagement:
 - 5.1 Complements existing marketing and communication strategies;
 - 5.2 Promotes CNC's reputation as a trusted and respected educational leader in the community;
 - 5.3 Accurately and transparently reflects the College's position; and
 - 5.4 Respects the needs of students and instructors in their regular activities related to educational needs.
6. In all media relations, the College will protect the privacy rights of individuals and follow the BC Freedom of Information and Protection of Privacy Act (FIPPA).
7. CNC will practice discretion to avoid adverse effects when providing information on sensitive matters such as:
 - 7.1 Legal and/or judicial proceedings;
 - 7.2 Safety and security operations;
 - 7.3 Incidents under investigation;
 - 7.4 Matters concerning law enforcement or other regulatory agencies;
 - 7.5 Labour relations;
 - 7.6 Active negotiations; and
 - 7.7 Any other areas requiring discretion.
8. By direction from the Board of Governors, the President and CEO will be the primary spokesperson and approval authority for media relations activity.
 - 8.1 The President and CEO may delegate responses to other spokespeople within the college based on subject matter expertise and availability. The President may choose whether an approval will be for a single circumstance or an on-going basis.
 - 8.2 The President, or designate, will be informed of all media engagement.
 - 8.3 The Chair of the Board of Governors will be the primary spokesperson for matters relating to the President and CEO's employment or the recruitment of the President and CEO.

9. In crisis situations, Communications Services will consult with the Executive Committee, Safety & Security, and other areas as needed to supply accurate and timely information to the media. To prevent misinformation in a crisis, members of the college community must only publicly share information that comes through official channels such as CNC's website and/or social media channels.

Links to Other Related Policies, Documents and Websites

- Media Relations Procedures

Policy Amendment Log

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