

DIRECTIVE TITLE	Media Relations
DIRECTIVE NUMBER	D-1.9
APPROVAL DATE	January 2020
APPROVAL BODY	College Executive Team
REPLACES (IF APPLICABLE)	N/A
LAST UPDATE OR AMENDMENT OR REVIEW DATE	March 23, 2023
NEXT REVIEW DATE	2028
HOLDER	Executive Director Communications and Marketing
RESPONSIBLE OPERATIONAL LEADER	Executive Director Communications and Marketing
SUPPORTING DOCUMENTS	N/A

## MEDIA RELATIONS

### PURPOSE AND RATIONALE

The objective of this directive is to ensure the reputation of Camosun College as an organization and as a leader in post-secondary education through accurate, consistent, relevant and timely messaging.

### SCOPE

The Communications and Marketing office, under the Executive Director of Communications and Marketing, is responsible for all proactive and reactive media relations and media strategy for Camosun College, including:

- Coordinating an annual media relations strategy;
- Ensuring designated spokespeople have appropriate training;
- Proactively promoting the college's programs, achievements, and successes;
- Coordinating crisis and emergency communications;
- Facilitating media requests including identifying subject matter experts;
- Maintaining the reputation of the college in the media;
- Ensuring a distribution list for local, regional and specialized media is current and up to date;
- Keeping Government Communications & Public Engagement apprised of developing issues or media requests that may impact provincial government;

- Providing detailed instructions on distributing media pitches, media advisories and news releases; and,
- Monitoring media coverage and alerting the college executive about breaking stories.

## GUIDELINES

1. **Media liaison** – The Communications and Marketing office is responsible for day-to-day media liaison and engagement on behalf of the college. **Communications and Marketing is the first point of contact for all media inquiries.** If an individual employee or department receives a direct media call about the college, they are asked to contact the Communications and Marketing office for information, support and advice.

If media request to speak with instructors or interview/film/photograph classes in progress, the Communications and Marketing team will:

- a. Make media aware that priority is to not disrupt classes. Students, educational programming and college services take priority.
  - b. Provide a heads up to the Dean and Chair/Program Leader with details of the media request.
  - c. The Communications and Marketing office will arrange the time and location for media arrival; greet media; provide media with background information and parking pass; accompany the media to the classroom; and, stay with the media representatives until they depart the campus.
  - d. Share messaging with Government Communications and Public Engagement.
2. **News Releases** - The Communications and Marketing office is responsible for writing and distribution of media advisories, media pitches and news releases on behalf of Camosun College.
  3. **Opinion Pieces and Letters to the Editor** – Official Camosun College views and opinions need to be cleared through the Communications and Marketing office. Individual viewpoints are not necessarily representative of those of the college. The Communications and Marketing office can provide advice, guidance and recommendations.
  4. **Official spokespeople**

- a. The Chair of the Board of Governors, or designate, is the official spokesperson for Board decisions.
  - b. The President, or designate, is the official spokesperson for information of an educational or strategic/operational nature.
  - c. The Executive Director of Communications and Marketing, or designate, can provide background, disseminate information and explain college decisions.
  - d. For specific topics, college faculty or senior leadership may be designated as media experts and supported by Communications.
5. **Media monitoring** - The Communications and Marketing office monitors local, national and international stories and issues related to Camosun College, Ministry of Post-Secondary Education and Future Skills, as well as post-secondary education on a daily basis for the College Executive Team and the Senior Leadership Council.
6. **Crisis communications** - Camosun College follows the [Crisis & Emergency Communication Guidelines](#) in the event of a major issue or emergency on campus. In the case of a crisis or critical incident (eg. fire, earthquake, inclement weather, disruption of service, health issue, immediate threat, etc.) the Communications and Marketing office works in coordination with the President's Office, Facilities Services and Campus Security to carry out the communications protocol as outlined in this document.

#### **LINKS TO RELATED CAMOSUN WEBSITES AND CONTACTS**

- [Camosun College Communications](#)
- [Rodney Porter, Executive Director Communications and Marketing](#)