

 <b>CAPILANO UNIVERSITY</b>		<b>POLICY</b>	
Policy No.	Officer Responsible		
<b>OP.304</b>	<b>Executive Director, Advancement</b>		
Policy Name			
<b>Public and Media Relations</b>			
Approved by	Replaces	Category	Next Review
<b>SLC</b>	<b>E.304</b> <b>B.303</b>		<b>February 2023</b>
Date Issued	Date Revised	Related Policies, Reference	
<b>February 14, 2018</b>		<b>OP.417 Marketing Publications and Publicity;</b> <b>S2003-01 Academic Freedom; B.506 Standards of Conduct</b>	

## 1. PURPOSE

- 1.1. Capilano University recognizes its role and responsibility towards enhancing public awareness of University decisions, direction, operations, goals and accomplishments. As well, the University assists in promoting an informed and knowledgeable public by extension of its areas of educational expertise. This policy supports the release of timely and accurate information through responsive and proactive media relations.
  
- 1.2. The University respects that its employees have interests, involvements and commitments beyond the scope of University operations. This policy affirms the rights of all employees to act as individuals independent of the University, without reference to the University.
  
- 1.3. This policy further affirms the rights and responsibilities of faculty as related to academic freedom (see S2003-01 Academic Freedom) and the distinction between academic freedom and acting on behalf of the university.

## 2. DEFINITIONS

“**Public**” may be general and broad-based in composition (i.e., the Canadian public) or a specific community.

“**Media**” means agencies of mass communications including broadcasting (television and radio) and publishing (print and electronic, i.e., internet). Audience size and composition may vary from the general public to specific communities.

“**Social Media**” means Internet-based, electronic communications channels through which users create online communities to share and consume information, ideas, images and other content.

### **3. SCOPE**

3.1. This policy applies to all employees of the University and all departments of the University engaged in communicating with the public, including through the media.

### **4. SPEAKING ON BEHALF OF THE UNIVERSITY**

4.1. Only the President, or their designate, may speak on behalf of the University. The President, or designate, may delegate this responsibility. Only the Board Chair or other designates and the President or their designate speak on behalf of the Board.

4.2. Information releases of a policy nature or concerning the governance and operation of the University shall be approved by the Board Chair or the President respectively. Information releases of a general nature shall carry the judgement of the President and shall conform to the principles stated in the paragraph above. In no instance shall an information release or an interview reveal or discuss any matters normally deemed to be of a confidential personnel nature.

### **5. EMPLOYEES AS KNOWLEDGE EXPERTS**

5.1. When employees of the University are asked to speak publicly on their specific area of expertise, it is appropriate that they identify themselves as members of Capilano University. Personal views may not be presented as the official position of the University.

5.2. Employees are free to speak out, communicate via social media or to act as members of external committees and bodies, as individuals or as groups without reference to the University.

### **6. MEDIA RELATIONS**

6.1. The University’s media relations is managed by its communications & marketing department. As designated by the director, communications & marketing, the primary contact for the media is the University’s senior communications advisor (external), supported by other members of the department as designated.

6.2. Requests for interviews, requests for comments about University programs and services, or requests for University statistics or any other University-related information should all be routed through communications & marketing. This includes in-person, telephone or electronic inquiries. The senior communications advisor will direct the caller to the appropriate department or individual.

- 6.3. If the media's first contact is to a department other than communications & marketing, the recipient should first re-route the inquiry to communications & marketing to facilitate and ensure the appropriate spokesperson or knowledge expert is connected and supported in communicating with the media.

## **7. OUTREACH AND CORRESPONDENCE**

- 7.1. Communications & marketing facilitates the dissemination of information to members of the print and electronic media. All University media releases are produced by communications & marketing in cooperation with assigned spokespersons and/or knowledge experts. Where media outreach is an objective of any department or initiative, the project lead works with communications & marketing to plan the media release or approach to contacting the media.
- 7.2. The stationery of the University should be used only for the business of the University. The University's external communications channels, including social media accounts, should only be used for the business of the University.

## **8. ACCURACY**

- 8.1. Regardless of the subject matter or outreach effort, media coverage is not guaranteed; media do not provide their reporting to the University for advanced review; and fulsome reporting, particularly on a complex or controversial nature, is likely to include positions and perspectives other than that of the University or its spokespersons/knowledge experts.
- 8.2. Minor inaccuracies frequently occur in media reporting. In general, retractions, clarifications or corrections will only be pursued by the University when the error is significant in nature, and likely to cause misunderstanding in the public domain.

## **9. PRIVACY**

- 9.1. Personal information about any member of the University community will not be provided to the media or released by any medium without that individual's express, written consent.

## **10. CONFIDENTIALITY**

- 10.1 Information of a confidential nature related to any individual member of the University community will not be released without the individual's express, written consent. Competitive information related to any aspect of the University's operations, will not be released without appropriate executive approval.