

	PROCEDURE	
Procedure No.	Officer Responsible	
OP.304.1	Vice President, University Relations	
Procedure Name		
Public and Media Relations Procedure		
Policy This Procedure is Under		Date of Next Policy Review
Public and Media Relations		September 2028
Date Issued	Date Revised	Related Policies and Procedures
September 20, 2023	New	609 Website and Digital Channels Policy S2003-01 Academic Freedom Policy; B.506 Standards of Conduct Policy; B.700 Privacy and Access to Information Policy

1. PURPOSE

This document outlines the procedures associated with policy OP.304 Public and Media Relations.

2. MEDIA REQUESTS

2.1 Media may contact the University at any time for a statement or an interview. The senior advisor, public affairs, or a designate, will respond to all media inquiries in a timely manner. When they become aware of a media request, either directly or from a member of the University community, one of the following process will be followed

2.2 Prepare Statement

- a) The senior advisor, public affairs, or a designate, will:
 - i. Gather from the reporter the information required and the deadline for submission.
 - ii. Consult the president, designate, or relevant member(s) of the senior leadership team to determine the University’s message and approach to its response.
 - iii. Write the statement; review it with the director, communications and the member(s) of the senior leadership involved in the response.
 - iv. When the statement has been reviewed and approved, the senior advisor, public affairs, or a designate will provide it to the media outlet prior to their deadline.

2.3 Arrange Interview

- a) As noted in the policy, Only the President, or their designate, may speak on behalf of the University. Only the Board Chair or other designates and the President or their designate speak on behalf of the Board. However, when there is a specific request for an academic or industry expert, the senior advisor, public affairs will work to determine an appropriate spokesperson.

2.4 Interview Set-Up

- a) Contact the member of the media and gather details on the request, including what information they're looking for and when their deadline is.
- b) Consult with the director, communications as needed on any potential reputational, brand, operational or other risks with doing the media interview.
- c) Determine an appropriate spokesperson for the subject.
- d) If there is not already an approved spokesperson for the subject, attempt to identify a spokesperson. The senior advisor, public affairs will consult with the appropriate member of the senior leadership team or their designate to identify a potential spokesperson that:
 - i. Has subject matter expertise
 - ii. Is able to be supported and coached for an effective interview within the parameters of the policy
 - iii. Does not pose any known potential reputation or brand risks
- e) Confirm spokesperson availability and interest in participating in the media interview.
- f) Schedule the interview with the media representative.

2.5 Support Spokesperson

- a) Confirm interview and provide any relevant instructions to spokesperson.
- b) Provide tips and advice for an effective interview.
- c) Prepare key messages as needed.
- d) Offer any additional support as needed.
- e) For interviews involving photos or video, arrange to have an appropriate background or University branding presence in the image where possible.
- f) Be present for the interview where needed.

2.6 Follow-Up

- a) Follow up with spokesperson after the interview to gather and provide any feedback or understand any potential risks or concerns.
- b) Follow up with reporter to thank them and see if there is anything else they need.

3. ONGOING SUPPORT

The senior advisor, public affairs will provide sessions twice a year with tips, advice and best practices for spokespeople. They will also provide effective interview tip sheets to spokespeople.

4. DESIGNATED OFFICER

The Director, Communications is responsible for the development, subsequent revisions to and operationalization of this procedure under the oversight of the Vice President, University Relations.