



ST. THOMAS MORE COLLEGE

UNIVERSITY OF SASKATCHEWAN

MEDIA RELATIONS POLICY

Approving Authority: President

Established: August 1, 2008

Date of Last Review/Revision: January 7, 2020

Office of Accountability: Director of Communications and Marketing

PURPOSE: This policy defines St. Thomas More College's strategic approach to communications with the media, outlining processes and spokespersons for relaying information, to ensure protection and enhancement of the College's reputation.

POLICY STATEMENT: Media requests must be coordinated through STM's Director of Communications and Marketing to determine the most appropriate messaging and spokesperson to represent the College, recognizing sensitivities that may otherwise result in reputational, legal and financial repercussions.

SCOPE: This policy applies to all St. Thomas More College staff and faculty, in relation to statements or news releases made on behalf of the College through all media platforms and outlets.

PROCEDURES:

Procedures for responding to all inquiries from the media for comments, questions, interviews, etc. on any and all College-related matters:

I. STM's Director of Communications and Marketing is responsible for overseeing media interactions on behalf of the College. This includes responding to or coordinating responses to inquiries from journalists; issuing news releases and official College statements; and scheduling interviews or media conferences involving St. Thomas More College.

II. All requests for comments or interviews from the media on College-related matters should be directed to STM's Director of Communications and Marketing. If the Director is not immediately available, media will be referred to the Director's phone or email contact information. In the case of a time sensitive issue, and the absence of the Director, the College President will determine a spokesperson.

III. The Director of Communications and Marketing will "triage" these inquiries, to determine who the most appropriate person is to speak to the subject based on the nature and sensitivity of the situation. Sometimes the Director will be able to answer questions or participate in the interview,

other times he/she will call upon one of the other members of the administration (e.g. president, dean, CFO, HR Manager) to speak to the subject matter.

IV. Contact between media and STM faculty does not require intervention by the Director of Communications and Marketing when the interview nature is directly related to the academic expertise and subject knowledge of the individual faculty member. The Director of Communications remains available to provide additional support if required. The Director should be notified when media interviews have been arranged, for institutional awareness and to enable additional promotion opportunities.

V. Potentially sensitive or contentious media issues or inquiries may also be shared/discussed by STM's Director of Communications and Marketing with the USask Director, University Communications, University Relations, in consultation with STM's President, to ensure consistent campus-wide messaging.

VI. For College governance-related media issues, please refer to the St. Thomas More College Board of Governors Communications policy.