

 <b>CAPILANO UNIVERSITY</b>		<b>POLICY</b>	
Policy No.	Officer Responsible		
<b>OP.304</b>	<b>Vice-President, University Relations</b>		
Policy Name			
<b>Public and Media Relations</b>			
Approved by	Replaces	Category	Next Review
<b>SLC</b>		<b>University Relations</b>	<b>September 2028</b>
Date Issued	Date Revised	Related Policies	
<b>February 14, 2018</b>	<b>September 20, 2023</b>	<b>B.506 Standards of Conduct Policy;</b> <b>B.700 Privacy and Access to Information Policy</b> <b>S2003-01 Academic Freedom Policy;</b> <b>OP.609 Website and Digital Channels Policy</b>	

## 1 PURPOSE

- 1.1 Capilano University ("the 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, however employees should be mindful of their responsibilities as set out in B.506 Standard of Conduct Policy and OP.609 Website and Digital Channels Policy.
- 1.3 This policy further affirms the rights and responsibilities of faculty as related to academic freedom (see S2003-01 Academic Freedom Policy) 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/online). Audience size and composition may vary from the general public to specific communities

### **3 SCOPE**

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 Media 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. Media releases of a general nature shall carry the judgement of the President and shall conform to the principles stated in 1.5. In no instance shall a media 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 within the context of their role at the University, they must identify themselves as members of Capilano University. Employees should be mindful that their public words or actions could be taken as an official act of the university or are University supported and make clear that they are not speaking on behalf of the University and that any personal views expressed are their own and are not 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 department. As designated by the Director, Communications, the primary contact for the media is the University's Senior Advisor, Public Affairs , 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 must all be routed through communications unless otherwise pre-approved by the Director, Communications. This includes in-person, telephone or electronic inquiries. The Senior Advisor, Public Affairs 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, the recipient must re-route the inquiry to Communications to facilitate. Communications will ensure the appropriate spokesperson or knowledge expert is connected and supported in communicating with the media.

## **7 MEDIA OUTREACH**

Communications disseminates information to members of the media. All University media releases are produced by Communications 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 to plan the media release or approach to contacting the media.

## **8 ACCURACY**

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**

Information, excepting business contact information, about any identifiable individual will not be provided to the media or released by any medium without that individual's express, written consent in line with B.700 Privacy and Access to Information Policy.

## **10 CONFIDENTIALITY**

Confidential information related to any aspect of the University's operations will not be released without appropriate executive approval.

## **11 DESIGNATED OFFICER**

The Vice President, University Relations is the Policy Owner responsible for the oversight of this policy. The administration of this Policy and the development, subsequent revision to and operationalization of any associated procedures is the responsibility of the Director, Communications.