
**Public Relations and Media
Communications**

Policy Number:	3115
Key Process Area:	Strategic Communications
Owner:	VP SIE
Current Approved Date:	July 8, 2020

POLICY STATEMENT

New Brunswick Community College (NBCC) ensures that media communications and public relations accurately and effectively reflect the College's vision, purpose, values and strategic commitments.

PURPOSE

Through this policy, NBCC conducts and supports efficient and consistent public relations and media communications activities.

SCOPE AND LIMITATIONS

This policy applies to all NBCC employees. It covers public relations and media communications both as outgoing promotion ("proactive") and in response to incoming media and communication inquiries ("reactive"). This includes internal communications, stakeholder and community communications and outgoing media relations as well as responses to incoming media inquiries.

1.0 DEFINITIONS**Crisis**

- a substantive event that prompts significant, often sustained, news coverage and public scrutiny and has the potential to damage NBCC's reputation, image or financial stability.

Media

- any means of communication, such as radio and television, newspapers, magazines, and online news sources that read or influence people widely.

Media Communications

- communication directed at journalists and media such as: radio, television, newspapers, magazines, and online news sources that reach or influence people widely.

Negative News

- news that develops from any occurrence or situation which reflects adversely upon an employee, student, group or the College as a whole.

Public Relations

- the strategic management of relationships between an organization and its diverse publics, through the use of communication, to achieve mutual understanding, realize organizational goals and serve the public interest.

Spokesperson

- someone officially designated to speak on behalf of the organization.

2.0 IMPLEMENTATION

2.1 Official Spokesperson

- 2.1.1 The official spokesperson for NBCC is the President and CEO, but this authority may be delegated to a member of the Senior Executive Team or a designate.

2.2 Incoming Media Requests

- 2.2.1 All incoming media requests are coordinated through Strategic and Integrated Engagement.
- 2.2.2 Employees will promptly forward all incoming media requests to Strategic and Integrated Engagement for response. This includes reviewing requests to use NBCC property and facilities for news media coverage, prior to the scheduled event.

2.3 Outgoing Public Relations and Media Communications

- 2.3.1 The Executive Director, Strategic and Integrated Engagement is responsible for the approval of public relations and media communications planning and initiatives.
- 2.3.2 All media communications, both proactive and reactive, positive and negative, will be conducted through the Coordinator, Strategic Communications.
- 2.3.3 Employees are encouraged to share 'positive news' stories with Strategic and Integrated Engagement for consideration for public relations or media communications. The process for forwarding this information may differ depending on location or division; therefore, employees should confirm with their managers on preferred methods.
- 2.3.4 Employees should refer any negative news or occurrences that could be interpreted by the news media to reflect negatively upon the College to their managers who will in turn advise Strategic and Integrated Engagement for monitoring, and issue management. The process for forwarding this information may differ depending on location or division; therefore, employees should confirm with their managers on preferred methods.
- 2.3.5 Employees should refer to Social Media Guidelines on any social media activities undertaken using the NBCC name.

2.4 Media Interviews

- 2.4.1 Approval for participation in media interviews may be given by the President and CEO or the Executive Director, Strategic and Integrated Engagement or their designates.
- 2.4.2 Strategic and Integrated Engagement will provide guidance, support and key messages to all designated spokespeople.
- 2.4.3 Any entry of media into a classroom or other student space will be coordinated by Strategic and Integrated Engagement in discussion with the appropriate Dean or designate and with the consent of the classroom instructor or other appropriate staff member with respect to the other student spaces.
- 2.4.4 Any employee may decline an opportunity to be photographed or interviewed by the media.

2.5 Crisis Communications

In the event of a crisis, critical incident or emergency, the *Crisis Communications Plan* outlines the roles, responsibilities and protocols for sharing information with NBCC's internal and external audiences.

2.6 Public comment by employees

Employees will uphold the Employee Code of Conduct with regards to Public Comment, Unauthorized Representation.

3.0 OTHER RELATED DOCUMENTS

Communications Plan Template (3115.5141)

Crisis Communication Plan (3115.5142) ***Under Development***

Social Media Guidelines (3113.5103)

Employee Code of Conduct (4129)

Privacy and Access to Personal Information (4139)