

**Media Relations and Communications Policy****Date of last revision:** August 7, 2018**Board Approved:** September 19, 2018

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**POLICY STATEMENT**

New Brunswick Community College (NBCC) ensures that media relations and communications activities accurately and effectively reflect NBCC's vision, purpose, values and strategic goals. The Board of Governors (the Board) is responsible for NBCC and is accountable for its progress to the Minister of Post-Secondary Education, and helps to promote a positive image of NBCC that is consistent with the College's Mission, Vision and Values.

**PURPOSE**

Through this policy, the Board supports effective and consistent media relations and communications, and ensures that the Board acts as a cohesive and credible decision-making body that is focused on the best interests of NBCC.

**SCOPE AND LIMITATIONS**

This policy applies to all members of the Board. It covers media relations and communications, including outgoing media relations and responses to incoming enquiries.

**1.0 DEFINITIONS****Media**

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

**Media Communications**

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

**Negative News**

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

**Stakeholder or 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 NBCC.

## 2.0 IMPLEMENTATION

### 2.1 Official Spokespersons

- 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 other designate.
- 2.1.2 The official spokesperson for the Board is the Board Chair, but this authority may be delegated to the Vice-Chair or other designate.

### 2.2 Incoming Media Requests

- 2.2.1 All incoming media requests are coordinated through NBCC's Communications Department.
- 2.2.2 Should the Board Chair receive a media request, she/he should ***promptly forward the media request to the attention of the President and CEO.***
- 2.2.3 Should a Board member receive a media request, she/he should ***promptly forward the media request to the attention of the President and CEO and include the Board Chair on all communications.***

### 2.3 Outgoing Media Relations and Communications

- 2.3.1 The Vice President – Strategy and Stakeholder Engagement is responsible for the approval of stakeholder relations/media communications planning and initiatives.
- 2.3.2 All media communications, both proactive and reactive, are undertaken through NBCC's Communications Department contacts.
- 2.3.3 Board members are made aware of news releases issued by NBCC or published news stories pertaining to NBCC through the President and CEO or designate.