Media Relations Policy

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<tr>
<th>Category: Administrative</th>
<th>Approval Date: June 25, 2020</th>
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<tr>
<td><strong>Policy Owner:</strong> Vice President External Relations</td>
<td><strong>Effective Date:</strong> July 1, 2020</td>
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<td><strong>Policy Administrator:</strong> Strategic Communications and Marketing</td>
<td><strong>Review Period:</strong> 5 years</td>
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<td><strong>Recommended by:</strong> Service Council</td>
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**Associated Documents**
- Media Relations Procedure
- Social Media Manual

**PURPOSE**
To protect and promote Red Deer Polytechnic’s image and reputation to controlled and positive interactions with the media.

**SCOPE**
This policy applies to all Polytechnic faculty, staff, volunteers and contractors and to all print, electronic and online media.

**POLICY**
1. Red Deer Polytechnic treats media in a fair and equitable manner.
2. Media relations are centralized with Strategic Communications and Marketing and conducted according to high professional standards.
3. All news releases on behalf of the Polytechnic are issued by Strategic Communications and Marketing with the exception of those departments who have been approved by Strategic Communications and Marketing.
4. The Polytechnic obtains permission to publicize photographs of individuals or personal information as per the Polytechnic’s Information Access and Privacy Policy.

**RELATED POLICIES**
- Brand Standards Policy
- Employee Code of Conduct
- Information Access and Privacy
DEFINITIONS

Media Relations: The interaction with print, electronic and online media to communicate the Polytechnic’s newsworthy messages, stories and information in a positive, consistent and credible manner. This interaction generates editorial coverage designed to increase public interest in, or awareness of the Polytechnic, its programs, students, faculty, and staff.