



Policy Name	<i>Media Relations Policy</i>		
Policy #	ER 1.0	Category	External Relations
Policy Owner	Vice President, External Relations	Effective Date	July 29, 2026
Policy Lead	AVP, Marketing and Communications	Next Review Date	July 29, 2031
Approved by	Executive Management Committee	Approval Date	July 29, 2026

1.0 Policy Statement

NAIT communicates with the media in a transparent and coordinated manner to support public trust, protect the institute's reputation, and ensure official information reflects NAIT's values, strategic priorities, and legal obligations.

This policy establishes NAIT's expectations for coordinated media relations to support accurate, timely, consistent, and privacy-compliant communication with the media. Official media communication must be coordinated through Media Relations. Only authorized individuals may speak to the media on behalf of NAIT.

Media communication involving the Board of Governors must align with GE 4.0 Board Communications Policy and Procedure.

2.0 Scope

This policy applies to NAIT employees, contractors, and other representatives who interact with media in relation to NAIT business or who may reasonably be perceived as speaking on behalf of the institute.

This policy applies when individuals provide information, commentary, or expertise to media in an official institutional capacity or where their NAIT role, affiliation, or position may be identified.

3.0 Guiding Principles

3.1 Accuracy

Information shared with the media must be factual, clear, and appropriately verified.

3.2 Timeliness

Media responses should be coordinated within appropriate timelines, considering the nature and risk of the request.

3.3 Consistency

Official media communication should align with NAIT's institutional position, values, and strategic priorities.

3.4 Privacy and confidentiality

Media communication must protect personal, confidential, and sensitive information in accordance with LC 1.0 Privacy & Information Access Policy.



3.5 Accountability

Official media communication is supported by clear authorization, defined roles, and accountability for speaking on behalf of NAIT.

4.0 Roles and Responsibilities

Role	Responsibility
Media Relations	Serves as the principal contact for official communication between NAIT and the media.
Board Chair	Is the official spokesperson for the Board of Governors.
President and CEO	Is authorized to speak on behalf of NAIT on institutional matters.
Executive Management Committee members	May speak on behalf of NAIT within their area of authority and may authorize other individuals to act as media spokespeople for matters within their area, department, or subject matter.
Employees and representatives	Must comply with this policy and related procedures and refer media inquiries related to NAIT to Media Relations in accordance with the ER 1.1 Media Relations Procedure.

5.0 Point of Contact

For support, questions, or information related to media relations, contact Media Relations within the Department of Marketing and Communications.

6.0 References

- 6.1 ER 1.1 Media Relations Procedure
- 6.2 GE 4.0 Board Communications Policy
- 6.3 LC 1.0 Privacy & Information Access Policy

7.0 Definitions

Term	Definition
Media	Refers to representatives of newspapers, magazines, newsletters, online publications, podcasts, film, television, blogs and radio. Representatives include those who gather, report, present, comment and/or produce news, online articles, movies, documentaries, and/or podcasts.
Employees	Refer to Management, Excluded and Support Staff and Academic Staff, as well as any contractor or person who provides a service for NAIT.
Institutional capacity	Means circumstances in which an individual communicates in connection with their NAIT role, responsibilities, affiliation, or position, or in which their communication could reasonably be understood as representing NAIT, a NAIT school, department, program, course, service, initiative, or activity.
Executive Management Committee (EMC)	NAIT's Executive Team, consisting of the President and CEO, the Vice-Presidents, and any designates appointed at the President's Discretion.



8.0 Document History

Date	Action/ Change
June 30, 2026	New Policy.