

NAIT *Guideline*

ER 1.4

Media Relations

Implementation Date: January 2014

NEW

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1.0 Purpose

How NAIT is portrayed in the news media ("media") has a significant impact on our organizational and professional reputation and brand. Effective media relations supports and advances NAIT's promises and values by providing information in a timely manner that is accurate, consistent and of high quality.

This guideline was established to describe NAIT's position with respect to interacting with media representatives and to ensure all employees understand and comply with this position.

2.0 Definitions

News Media "News Media" refers to representatives of newspapers, magazines, newsletters, online publications, television and radio who gather, report, present and/or comment on news.

Employees “Employees” refers to Management, Excluded and Support Staff and Academic Staff as defined in Section 2.0 of NAIT Guideline HR.4.1 Recruitment, Selection and Employment Types, as well any contractor or person who provides a service for NAIT.

3.0 Parameters

- 3.1 NAIT employees are subject to this guideline to the extent that they are providing information to news media and are identified as employees of NAIT or acting in the capacity of a NAIT employee.
- 3.2 Requests to serve as an expert witness are not covered by this guideline. For such requests refer to NAIT Guideline ER 1.1 – Requests for NAIT Staff to Serve as Expert Witness.

4.0 Media relations

- 4.1 NAIT media relations, part of the Department of Marketing and Communications, is the principal contact for all communication between the institute and the news media.
- 4.2 All official correspondence between NAIT and the news media, including media advisories and news releases, must originate from NAIT media relations.
- 4.3 Media relations should be notified of all media requests.

5.0 Media comment

- 5.1 In addition to the president and CEO, who is authorized to speak on all topics, and members of the executive, certain individuals may be designated as media spokespeople and authorized to speak on behalf of the institute.
- 5.2 Prior to interaction with the media, NAIT employees are expected, whenever possible, to complete media training as offered by NAIT media relations.
- 5.3 Media relations will help identify and assist in authorizing the appropriate spokesperson to ensure coordinated and consistent messaging.
- 5.4 Faculty members are free to respond to direct media requests regarding research or teaching within their acknowledged area of professional expertise. Efforts should be made to ensure they are not perceived to be speaking on behalf of NAIT, unless so authorized. These individuals should advise NAIT media relations of the request to ensure that, if there are follow-up inquiries, the institute’s response is coordinated and consistent.
- 5.5 All employees providing media comment are expected to respect the privacy of employees and students, as required under the Freedom of Information and Protection of Privacy Act of Alberta.

6.0 Media events

- 6.1 Whenever possible, NAIT faculty and staff requesting the assistance of media relations to publicize an event are asked to submit requests via email two weeks prior to the event. Media relations will help determine the needs and assess news value.

7.0 Partner news releases

- 7.1** Requests from external organizations wishing to issue a news release or other media communication that reference NAIT should be directed to NAIT media relations.

8.0 Compliance

- 8.1** All employees are expected to act in compliance with this guideline. Employees whose behavior is in breach of this guideline may be subject to disciplinary action.

Author: *Frank Landry, Media Relations Specialist*