

**Policy Title:** Media Relations  
**Policy Approver:** President’s Office  
**Policy Holder:** University and External Relations  
**Category:** Operational  
**Original Date:** February 2005  
**Last Revised:** June 2019  
**Next Review:** June 2024

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### **Policy Statement**

Yukon University (YukonU) prioritizes the maintenance of a progressive relationship with the news media.

YukonU’s communications practices are guided by the belief that the University should be a credible, forthcoming source of information, supporting a culture of openness and a commitment to the dissemination of knowledge.

### **Approval Statement**

With the consent of the Senior Executive Committee and approval of the President of Yukon College, this policy is hereby deemed in effect the 5<sup>th</sup> day of June, 2019.

Karen Barnes

June 5, 2019

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President, Yukon College

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Date

## 1. Purpose of Policy

This policy defines Yukon University's relationship management strategies with the news media, and outlines processes for providing information, in order to enhance and protect the University's reputation.

This policy is intended to define the procedures for exchanging information about University programs, services, and activities with the media, subject to privacy of information limitations.

## 2. Governing Legislation and Relevant Documents

Yukon University Act

BOG 3.0: Yukon University President Responsibilities

Yukon Government Communications Protocol

Access to Information and Protection of Privacy (ATIPP)

Interacting with Media Guidelines

Social Media Guidelines

Collective Agreement statement on Academic Freedom (Article 58)

## 3. Scope

This policy applies to staff, faculty, contractors and other members of the University community who engage the media to provide information about University programs, services, and activities, or to act as a spokesperson to communicate information on a position of the University.

It applies to all statements or news releases distributed on behalf of the University as an institution, through all authorized Yukon University media platforms and outlets, including print, online, digital and social media.

## 4. Definitions

None

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Revised: August 2009

Revised: March 2014

Revised:

Revised:

**5. Guiding Principles**

None.

**6. Other Related and/or Accompanying Documents**

Addendum A – Policy Communication Checklist

**7. Document History**

Include all updates here, including housekeeping changes, beginning with formal approval.

Date	Update
May 2019	Reapproved by Yukon College Senior Executive Committee. Updated to new template.
June 2019	Approved by SEC with changes

**ADDENDUM A - POLICY COMMUNICATION CHECKLIST**

Policy Name: Media Relations

Policy Number: UR 2.0

Submitted by: Jacqueline Bedard

List those consulted with in preparation of this policy:

Name	Department	Date
Lacia Kinnear	Governance Office	April 23, 2019

This checklist must be completed prior to the final draft of a policy being presented to SEC for presidential approval.

Body	Communication Planned	Completed	Comments
SEC	May 2019		
Student Union	n/a		
Employee's Union	n/a		
Occupational Health and Safety	n/a		
Academic Council	n/a		
Board or a Board subcommittee	n/a		
Other – Governance Office	In April		
SEC for Final Review	June 2019		