

<b>Procedures:</b>	<b>Media Relations</b>
Associated Policy:	Media Relations UR 2.0
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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## 1. Purpose and Background

See Policy document.

## 2. Guiding Principles

None.

## 3. Definitions

None.

## 4. Procedures

The University and External Relations (UER) department is responsible for handling news media interactions on behalf of the University as an institution. This includes responding to or coordinating responses to inquiries from journalists; issuing University news releases, media advisories, and official University statements; and scheduling interviews or media events involving University officials, on Yukon University positions.

### 4.1. Communicating with the Media

University and External Relations actively seeks media coverage by providing information in a useful form to the media.

UER prepares and coordinates all communications for the media and University employees preparing to speak to the media, including backgrounders, briefing notes, fact sheets and any other pertinent information.

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When media representatives directly approach a campus, department, or University employee seeking information about University programs, services or activities, they are to be directed to UER communications personnel or Executive Director.

Anyone contacted by the media will not respond on behalf of the University unless previously authorized to do so by the President, communications personnel, or the Executive Director of UER.

While only authorized individuals speak publicly on behalf of YukonU, the University recognizes the rights and responsibilities that flow from the exercise of academic freedom. Faculty members and/or researchers contacted by journalists are free to grant an interview based on their academic research and/or area of expertise. When requested, UER will provide support to facilitate media requests or provide media preparation and advice.

Yukon University employees and students will be advised by UER if their name is to be issued in a news release. In such cases, employees and/or students may be contacted directly by the media; they may speak directly with the media without any further involvement from UER.

Employees are encouraged to review the [Interacting with Media Guidelines](#) on the Policy page of the University website.

## 4.2. Spokespersons

The Chair of the Board of Governors or designate is the official spokesperson for providing information to the media about Board decisions and deliberations.

UER is responsible for identifying appropriate spokesperson(s) with respect to requests for information concerning University business and will be the first point of contact for the media.

University employees who are engaged in providing information about University business to the public through other mediums, such as social media, are considered a University Spokesperson and as such, will ensure all communications meet University standards of

content and presentation. See the [Social Media Guidelines](#) on the Policy page of the University website.

### **4.3. Joint Communications**

University employees who are invited to participate in joint communications led by another organization must inform UER and ensure UER is part of the notifications and approvals process.

All communication with the media that involves other organizations, such as the Government of Yukon, funders, partners, First Nations governments, will follow established and approved protocols.

Where such protocols are not established and approved, UER will coordinate notification and approvals for joint media communications.

### **5. Exceptions to the Procedures**

Media coverage for employees or students that is in no way related to their connection to Yukon University, such as personal achievements or private interests. In such cases, the employee should refrain from being primarily identified as a University employee or student.

### **6. Problem Solving**

Any questions or concerns arising out of the intent, content, implementation, or application of this policy should be reported to the Executive Director, University and External Relations.

Where a concern or dispute arises, the Executive Director, University and External Relations and/or the Director, Human Resources should be notified as soon as possible.

The procedures for administering discipline and processing of grievances will follow the relevant sections of the Collective Agreement between Yukon University and The Public Service Alliance of Canada.

**7. Forms**

None.

**8. Appendices**

None.

**9. Document History**

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

<i>Date</i>	<i>Update</i>
June 2019	Reapproved by Yukon College President. Updated to new template.