



## Northlands College Policy Marketing and Public Relations

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### **POLICY STATEMENT**

An effective communication strategy, both internally and externally, is an important part of the Northlands College marketing strategy. This policy applies to the College's relationship with the general public, government officials and any news media professionals, including all print and broadcast media, online and social media.

### **GUIDELINES**

Effective public relations best serve Northlands College by:

- Informing the public of College programs and services provided to the community;
- Promoting College achievements, activities, and events of significance;
- Increasing awareness and visibility of Northlands College within the region and beyond; and
- Proving the community with accurate information regarding incidents of a controversial and/or sensitive nature.

### **PROCEDURES**

#### Official Spokespersons

The President & CEO and Board Chairperson serve as the official Northlands College spokespersons. They shall convey the College's official position of significance to the college or situations that are of a particularly controversial or sensitive in nature. Inquiries from the media about such issues are to be referred to the Marketing and Public Relations Coordinator. Depending on the circumstances, the President & CEO may designate another employee to serve as a spokesperson on a particular issue.

#### News Releases and Media Relations

The Marketing Department is solely authorized to handle news media interactions on behalf of the College as an institution. This includes writing and distributing Northlands College news releases and official College statements to the media; responding to or coordinating responses to inquiries from reports; and scheduling interviews or news conferences.

In response to a request for comments on government policy or legislation:

- Obtain the reporter's contact information including reporter's name and who they work for; contact number; deadline; date and time the story is scheduled to run; and the topic of the interview.
- Contact the Marketing Department and the office of the President & CEO by email or phone message to convey the information.
- The President & CEO will determine a response to the issue and who is to respond.
- The Marketing Department will draft a press release and distribute as necessary.



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### Protocol for College Events

- When a representative from municipal, provincial or federal government is invited to, and accepts an invitation to participate in a College event, the office of the President & CEO will be notified by phone or email.
- If a news story contains a corporate element a quote from the President & CEO may be required, contact the office of the President & CEO to determine if this is the case. For example if a story is picked up beyond the locale of the Northlands College region (Leader Post, Star Phoenix, CTV, CBC, Global News etc.) a piece should be supplied by the President & CEO in addition to the information provided on the program or service.)

Advice on all aspects of media relations and publicity is available from the Marketing Department who can provide preparation assistance on media interview techniques.

Policy Originated: February 2017	Approved by: President & CEO
Last Approved: January 2018	Signature: 