



Policy Name:	Media Relations Policy		
Category:	Communications	Policy #	COMM-3

1. Preamble

The contact between the USSU and media personalities is of vital importance in our vision to be the recognized leader in enhancing the student experience. The intent of this policy is to clearly establish areas of responsibility and processes related to media inquiries about the USSU and any of its advocacy and operations/services activities. All staff members or Executive Members should consult with the Communications and Marketing Manager or, in that person's absence, the General Manager or designate, prior to having any contact with the media.

2. Procedures

- 2.1 The President shall be the chief spokesperson for the USSU but will delegate to individual Vice-Presidents the ability to speak on initiatives which are in their portfolios or which they have undertaken. In all instances the guiding principle will be ensuring that USSU members are appropriately and relevantly represented in the media by their Executive and that the person best suited to provide the representation will speak on the members' behalf.
- 2.2 In the President's extended absence from the office, the Vice-President most closely related to the issue or activity shall become the USSU's chief spokesperson. Extended absence shall mean an absence in excess of four (4) hours and unreachable by telephone.
- 2.3 Only Executive members may make formal comments on behalf of the organization to the media. However, should a situation arise where a comment is required and it is more appropriate for the relevant USSU Manager or Coordinator to comment, this may be done in consultation with the Communications and Marketing Manager and appropriate member of the Executive Committee. In the event advanced consultation is not possible, the staff member must report the occurrence to the General Manager (or designate) and the Communications and Marketing Manager at the earliest opportunity and immediately complete and submit a Media Log Sheet.

2.4 In the event that a USSU staff member is designated to speak to the media by the President, their consultation shall include a specific review of any possible questions or statements that may arise during an interview that refer to legal or liability issues. During an interview, any questions regarding specific legal or liability issues should be referred to the President, and the designated staff member should not offer unprompted comments on these topics. In an unusual situation where such questions are likely to be asked, the President will retain the responsibility to act as the primary spokesperson for the organization.

2.5 All media contact by any Executive or staff member will be logged, specifying date, time, and content of media inquiry, and kept on file by the Communications and Marketing Manager for reference.

Contact Information:	Communications and Marketing Manager: (306) 966-6973		
Policy Authority:	Executive Committee		
Approvals	Board/Committee	Date	Motion
Created/Adopted	Executive Committee	12/14/2005	EXEC65
Amended	Executive Committee	08/11/2008	EXEC30
Amended	Executive Committee	12/01/2009	EXEC72