



University Students' Council of the University of Western Ontario **MEDIA SPOKESPERSON POLICY**

EFFECTIVE: 1 September, 2011

SUPERSEDES: New

AUTHORITY: General Manager (Staff)
President (Executive)

RATIFIED BY: EXECUTIVE COUNCIL
31 August, 2011

**RELATED
DOCUMENTS**

- Human Resources Directive
- Media Spokesperson Procedure

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1.00 PURPOSE:

1.01 This Policy is created under the Human Resources Directive of Council and provides guidelines for staff conduct in relation to media.

2.00 SCOPE

- 2.01 This Policy applies to all part-time and full-time USC employees, including Executives.
- 2.02 This Policy does not restrict the conduct of Commissioners, Coordinators, or Gazette staff members.

3.00 DEFINITIONS

- 3.01 “**Internal media**” means the Gazette, CHRW, Big Purple Couch (BPC), Western News, and the Alumni Gazette
- 3.02 “**External media**” means all media outlets other than internal media outlets.
- 3.03 “**Authorized spokesperson**” means a person permitted under this policy to provide attributable quotes to media outlets.
- 3.04 “**Background information**” means factual information that will not be attributed to an individual.

4.00 AUTHORIZED SPOKESPEOPLE

4.01 President

(1) The President is authorized to speak to the media on all matters.

- As common practice the President will refer comment on matters falling within the portfolios of the Vice-Presidents, and may refer certain corporate matters to the General Manager or her designates.

4.02 Vice-Presidents and Communications Officer

(1) The Vice-Presidents and Communications Officer are authorized to speak to the media on all matters falling within the mandate of their portfolio.



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- i. They may authorize volunteers within their portfolio, such as Commissioners and Coordinators, to speak on their behalf.
- ii. They may also authorize members of management to speak on matters on their behalf.

4.03 Management and Staff

- (1) Management and staff are not authorized as spokespeople and shall not provide attributable quotes to the media unless authorization has been received in accordance with the Media Spokesperson Procedures.
- (2) Management and staff may act as background resources to media as per the Media Spokesperson Procedures.

5.00 INTERNAL MEDIA

- 5.01 Internal media requests may be made directly to authorized spokespeople without coordinating with the Communications Officer.
- (1) For tracking purposes, authorized spokespeople shall inform the Communications Officer after they have had contact with internal media.

6.00 EXTERNAL MEDIA

- 6.01 External media requests shall be coordinated by the Communications Officer.