



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

EFFECTIVE: 1 September, 2011 **SUPERSEDES:** New

AUTHORITY: General Manager (Staff) **RATIFIED BY:** EXECUTIVE COUNCIL
President (Executive) 31 August, 2011

RELATED DOCUMENTS: • Human Resources Directive **PAGE | 1 of 2**
• Media Spokesperson Policy

1.00 PURPOSE:

- 1.01 This Procedure is created under the Media Spokesperson Policy, and outlines a process for handling internal and external media requests.
- 1.02 This Procedure shall be reviewed annually by the incoming Executive during transition to ensure it is consistent with how they would like to manage media relations.

2.00 SCOPE

- 2.01 This Policy applies to full-time USC employees, including Executives.
- 2.02 Authorized spokespeople are defined in the Media Spokesperson Policy.

3.00 INTERNAL MEDIA REQUESTS

- 3.01 Authorized spokespeople shall do their best to provide the media with relevant quotes and information, and do so with extreme sensitivity to media deadlines.
- 3.02 If an authorized spokesperson receives a request that falls outside of their portfolio mandate, she shall refer the journalist to the correct individual.
- 3.03 If an authorized spokesperson receives a request that falls within their portfolio, but believes that a member of management or a Commissioner or Coordinator would be better able to respond to the request, the authorized spokesperson may authorize a member of management or a Commissioner or Coordinator to speak on their behalf.
- 3.04 If an employee who is not authorized to speak to the media receives a media request, they must refer the request to the authorized spokesperson best able to fulfil the request. If the employee is unsure who can best fulfil the request, they should refer the matter to the Communications Officer.
- 3.05 Authorized spokespeople are not required to refer internal media requests to the Communications Officer before doing an interview, but shall inform the Communications Officer after they have contact to assist her with tracking media contacts.



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3.06 Management and staff may act as background resources to internal media in order to provide them with factual information, data, or conduct research requests.

(1) In such instances staff must establish that they are not authorized as official spokespeople and cannot provide quotes for attribution. They must also inform the Communications Officer of such contacts to allow for proper follow-up.

3.07 Media releases to internal media shall list the authorized spokesperson as the primary point of contact.

4.00 EXTERNAL MEDIA REQUESTS

4.01 External media requests shall be coordinated through the Communications Officer.

(1) Calls or electronic communications coming to the Main Office telephone or other employees not authorized to speak to the media shall be referred to the Communications Officer. In her absence, calls shall be referred to the President.

(2) Calls or electronic communications coming directly to an authorized spokesperson must be referred to the Communications Officer before proceeding with an interview.

(3) Media releases to external media shall list the Communications Officer as the primary point of contact.

4.02 The Communications Officer and authorized spokespeople shall do their best to provide the media with relevant quotes and information, and do so with extreme sensitivity to media deadlines.

4.03 Management and staff may not act as background resources to external media without first liaising with the Communications Officer.

(1) If the Communications Officer approves an employee to act as a background resource, the employee shall act in accordance with 3.06 (1)

4.04 If an employee who is not authorized to speak to the media receives an external media request, they must refer the request to the Communications Officer.

5.00 DISCIPLINE

5.01 If an employee fails to adhere to the above procedures, they may be disciplined as per established human resources practices.