



<b>Media Relations</b>	
<b>Category:</b> Administrative	<b>Approval Date:</b> June 25, 2020
<b>Policy Owner:</b> Vice President Corporate	<b>Effective Date:</b> July 1, 2020
<b>Policy Administrator:</b> Marketing and Communications	<b>Review Period:</b> 5 years
<b>Recommended by:</b> Service Council	
<b>Associated Documents</b> Media Relations Procedure Social Media Manual	

**PURPOSE**

To protect and promote Red Deer College’s image and reputation to controlled and positive interactions with the media.

**SCOPE**

This policy applies to all College faculty, staff, volunteers and contractors and to all print, electronic and online media.

**POLICY**

1. Red Deer College treats media in a fair and equitable manner.
2. Media relations are centralized with Marketing and Communications and conducted according to high professional standards.
3. All news releases on behalf of the College are issued by the Marketing and Communications Department with the exception of those departments who have been approved by the Marketing and Communications Department.
4. The College obtains permission to publicize photographs of individuals or personal information as per the College’s Freedom of Information and Protection of Privacy Policy.

**RELATED POLICIES**

- Brand Standards Policy ([link](#))
- Employee Code of Conduct ([link](#))
- Information Access and Protection of Privacy

## DEFINITIONS

**Media Relations:** The interaction with print, electronic and online media in order to communicate the College's newsworthy messages, stories and information in a positive, consistent and credible manner. This interaction generates editorial coverage designed to increase public interest in, or awareness of the College, its programs, students, faculty and staff.