

MEDIA RELATIONS POLICY

PURPOSE This policy defines Brock’s institutional relationship and communications with the news media, and outlines processes for providing information to the news media, in order to protect and enhance the University’s reputation.

SCOPE This policy applies to all Brock University Faculties and departments. It applies to all content distributed on behalf of the University as an institution, through all authorized Brock media platforms and outlets, including print, online, digital and social media.

If any provision of this Policy is found to be inconsistent with the provisions of a collective agreement, the collective agreement will prevail, unless the Policy provision is required by law, in which case the Policy provision will prevail.

POLICY STATEMENT Brock University makes a priority of maintaining a respectful relationship with the news media, reflecting the University’s proactive outreach to surrounding host communities. Brock’s communications practices are guided by the belief that the University should be a credible, forthcoming source of information. Brock pursues a culture of openness and a commitment to the dissemination of knowledge and of timely, accurate information.

Roles and Responsibilities

The Office of University Marketing and Communications (UMC) is responsible for handling news media interactions on behalf of the University as an institution.

The Director of Marketing and Communications or their designate serves as the University spokesperson for news media inquiries. However, guided by the nature of a situation, another official may be designated to speak for the University. UMC staff will work with appropriate University officials to develop communications that address a situation.

While only authorized individuals speak publicly on behalf of

Brock, the University recognizes the rights and responsibilities that flow from the exercise of academic freedom. Faculty members contacted by journalists are free to grant an interview based on their personal findings or opinions if they feel inclined to do so. When requested, UMC will provide support to faculty members to facilitate media requests or provide media training and advice.

Media Inquiries

All media inquiries about Brock University shall be referred to UMC. This includes inquiries received by Faculties or units that use their own staff to help conduct media relations.

**MONITORING
AND
COMPLIANCE**

UMC is responsible for updating and implementing the Media Relations Policy.

Non-compliance with the Media Relations Policy will be addressed through discussions between the Executive Director, Marketing and Communications and the appropriate SAC member.

Policy Owner:	Associate Vice-President Advancement and External Relations
Authorized by:	Board of Trustees
Accepted by:	Senior Administrative Council
Effective date:	November 2018
Next review:	July 2025
Revision history:	June 2004, June 2010, May 2015, June 2022
Related documents:	Institutional Brand Identity Policy Access to Student Records and Disclosure of Information Policy