



COLLEGE OF THE NORTH ATLANTIC

OPERATIONAL POLICY

TOPIC: PUBLIC RELATIONS – NEWS MEDIA COVERAGE

Policy No.	DA-705	Division	Development/College Advancement
Related Procedure	DA-705-PR	Board Policy Ref.	n/a
Related Policy	DA-704	Effective Date:	March 25, 2008 (R1)

1. PURPOSE AND SCOPE

The College is cognizant of the pressures that the news media apply when they explore the issues relating to the College's organization and operation. The reality of 17 different campuses with a geography spread across the entire Province of Newfoundland and Labrador presents special challenges in trying to present and maintain a common image with a focus on the concept of the "college as a whole"—a key guiding principle of the College.

This policy is intended to provide guidelines in reacting to or initiating dialogue with the news media. This policy does not apply to paid and/or unpaid advertising which the College engages in as a direct means of recruiting students for programs, for promoting the College's other services, or for other marketing events which are referenced in Policy No. DA-704.

2. POLICY

It is the policy of the College that the President will hold primary responsibility for interfacing with the public news media in all circumstances except where and when otherwise delegated.

3. PROCEDURE

The Vice-President of Development/College Advancement shall ensure that procedures are developed and implemented in accordance with this policy.

Approval History	
Approved by President	May 27, 1998
Revision 1	March 25, 2008
Next Review	March 2012