



COLLEGE OF THE NORTH ATLANTIC

OPERATIONAL PROCEDURE

TOPIC: PUBLIC RELATIONS – NEWS MEDIA COVERAGE

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

PROCEDURE

- 1.0 The President and/or the Manager of Communications will be the first point of contact and will initiate and/or respond to the news media pertaining to all issues relating to the College administration and operation.
- 2.0 The President may designate and refer public relations responsibilities to the following individuals:
 - A. Media coverage at the campus level of specific programs/activities/initiatives - delegated to the Manager of Communications, Campus Administrator responsible for administration of same, the Dean/Chair, appropriate faculty/support staff/managers, or VP(s).
 - B. Media coverage in relation to activities/initiatives regarding a specific functional area, normally at the provincial level, delegated to the respective VP(s), Dean/Chair, Manager of Communications, and/or manager of functional area.
- 3.0 When the designated individuals exercise their role in responding to the news media, the Manager of Communications will be advised prior to the event. In instances where articles are published; e.g., reports through prepared news release or by journalists, a copy of such publications will be submitted to the Manager of Communications by the respective Campus Administrator, Dean/Chair, functional manager or VP.

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