



# COLLEGE OF THE NORTH ATLANTIC

## OPERATIONAL PROCEDURE

### TOPIC: PUBLIC RELATIONS – MEDIA COVERAGE

<b>Procedure No.</b>	PA-606-PR	<b>Division</b>	Public Affairs
<b>Supersedes</b>	n/a	<b>Board Policy Ref.</b>	n/a
<b>Related Policies</b>	PA-606 PA-607	<b>Effective Date:</b>	October 26, 2021 (R4)

### PROCEDURE

- 1.0 The President, the Associate Vice-President of Public Affairs, Manager of Marketing and Communications, and/or Manager of Communications will be the first point of contact and will initiate and/or respond to the media pertaining to all issues relating to College of the North Atlantic (CNA) 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 Associate Vice-President of Public Affairs, Manager of Marketing and Communications, Manager of Communications, Campus Director / Manager responsible for administration of same, the Dean / Chair, appropriate faculty / support staff / managers, or Vice-President(s).
  - B. Media coverage in relation to activities / initiatives regarding a specific functional area, normally at the provincial level, delegated to the respective Vice-President(s), Dean / Chair, Associate Vice-President of Public Affairs, Manager of Marketing and Communications, Manager of Communications, and/or manager of functional area.
- 3.0 When the designated individuals exercise their role in responding to the media, the Manager of Communications will be advised prior to the event. In instances where articles are published (i.e., 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 Director / Manager, Dean / Chair, functional manager or Vice-President.

- 4.0 All visits by media to any CNA facility must be coordinated through the Marketing, Communications and Recruitment Department.

Approval History	
Approved by President	March 27, 1998
Revision 1	March 25, 2008
Revision 2	November 4, 2016
Revision 3	June 1, 2018
Revision 4	October 26, 2021