



# COLLEGE OF THE NORTH ATLANTIC

## OPERATIONAL POLICY

### TOPIC: PUBLIC RELATIONS – MEDIA COVERAGE

<b>Policy No.</b>	PA-606	<b>Division</b>	Public Affairs
<b>Supersedes</b>	n/a	<b>Board Policy Ref.</b>	n/a
<b>Related Policy &amp; Procedures</b>	PA-606-PR PA-607	<b>Effective Date:</b>	October 26, 2021 (R3)

#### 1. PURPOSE AND SCOPE

College of the North Atlantic (CNA) is cognizant of the pressures that the media apply when they explore the issues relating to CNA'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", which is a key guiding principle of CNA.

This policy is intended to provide guidelines in reacting to or initiating dialogue with the media. This policy does not apply to paid and/or unpaid advertising which CNA engages in as a direct means of recruiting students for programs, for promoting CNA's other services, or for other marketing events which are referenced in Policy No. PA-607.

#### 2. POLICY

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

#### 3. PROCEDURE

The Associate Vice-President of Public Affairs 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
Revision 2	November 4, 2016
Revision 3	October 26, 2021