

## LOYALIST COLLEGE

### Board of Governors Policy

#### 11. MEDIA AND COMMUNICATIONS

**Date Last Approved:** May 29, 2025

**Next Review Date:** 2029

##### Background

In this policy, capitalized terms used but not defined herein shall have the respective meanings ascribed to them in the Definitions Schedule.

The quality of communications depends on understanding the principles underlying how the College is to communicate with its constituents and the roles and responsibilities for communications. Not all College employees and not all members of the Board are authorized to speak on behalf of the College.

This policy applies to all Governors, committee members, employees, consultants, and any other individuals representing or doing work for the College.

##### Policy / Procedure

1. Under the By-Law, the President is the official spokesperson for the College and the Chair is the official spokesperson for the Board.
2. The Board will communicate with a 'single voice' externally through the Chair or the Chair's designate on Board decisions or Board policies. Board Policy 6. Duties of the Chair contains extra details on the Chair's role as Board spokesperson.
3. Governors, committee members and employees who engage with media in a capacity outside of their role and relationship with the College must not communicate with or release information directly to the media on behalf of the College.
4. The President is responsible for the overall management and operation of the College and has the responsibility of ensuring the effective communication between College administration and the Board and communications to external contacts. The President may delegate responsibility for approval of communications activities to an appropriate Vice-President.
5. The relevant Vice-President will be responsible for all formal contact with the media, all news releases and other written information released from the College. All calls or requests for information which normally fall within the sphere of public relations, or where there is an element of doubt, shall be referred to the relevant Vice-President.

6. Any Governor who is questioned by news reporters or other media representatives should refer such individuals to the appropriate representatives of the College.

<b>Related Materials</b>
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Loyalist College Board of Governors By-Law 1 (General Governance)