
TITLE: Policy on Communications and Media Relations

POLICY NUMBER: 2005-01

CONTACT: Human Resources Officer

EFFECTIVE DATE: August 1, 2005

REVISION DATE: May 3, 2013

APPROVED BY: General Assembly (November 7, 2005)

POLICY ON COMMUNICATIONS AND MEDIA RELATIONS

1. PURPOSE AND PREAMBLE

The purpose of this policy is to assure that information about the ResSoc and its policies, practices, and programs is communicated consistently and reported accurately in the media. We recognize that a deliberate and proactive communications strategy is critical to managing the public image of the ResSoc and ensuring that relevant information is communicated to ResSoc staff.

A favourable public image enhances ResSoc's ability to advocate credibly on behalf of our members and generally to achieve our mission; however, these guidelines are not intended to infringe the individual's freedom of speech or freedom of the press.

2. INTENDED AUDIENCE

The intended audience for this document is staff, volunteers, and management of the ResSoc. Wherever the term "staff" is used in this document, it shall be interpreted to mean all three of these groups.

3. GOALS

3.01 To achieve a positive image of the ResSoc within the ResSoc and the wider University community.

3.02 To ensure timely dissemination of noteworthy events in order to inform our membership of our activities, and draw attention to the positive work residents do in their community.

3.03 To provide the media with timely access to information.

4. VALUES

The ResSoc is committed to:

4.01 Honesty. The ResSoc will never knowingly mislead the public, media or staff on an issue or news story.

4.02 Transparency. The ResSoc promotes openness and accessibility in its dealings with the media, while complying with the law and maintaining confidentiality when appropriate.

4.03 Balance. Information provided to the media will be objective, balanced, accurate, informative and timely.

4.04 Clarity. All communications with the media will be written in plain English.