

Scarborough Campus Students' Union Policy Manual

OPERATIONAL POLICY – Media Communications Policy

Adopted on August 12, 2013

Preamble

The transparency and publicity of work done by the Union are fundamental characteristics of a democratic and developed organization. It is the desire of the Union to communicate with students and the wider community through various media as openly and accessible as possible. In order to establish coordinated guidelines for communications between Union staff and/or volunteer leadership with members of the press, the Scarborough Campus Students' Union has established the following protocol corresponding to media communications.

Media Response

As the official spokesperson of the Union, the President is responsible for arranging interviews and issuing statements on behalf of the Union. All other executives, directors, staff members and/or volunteer members employed by the Union shall not make comments or answer any questions on behalf of the organization without previous consultation or reference to the President. In a case where a member of the media directly contacts any executives, directors, staff members and/or volunteer members of the Union seeking a comment or response attributed to the SCSU, the inquiry, whether it be a phone call, e-mail, text, etc. from either print or broadcast media, should be directed to the President. In a case where a director of the board is asked to comment on a media inquiry, they must clarify that they are speaking as a student member and not on behalf of the Union. It is the responsibility of the director to adhere to the Code of Ethics, as outlined in SCSU policies, and to avoid breach of confidentiality. The Executive Committee reserves the right to publish and distribute news releases, membership advisories and all other communication materials to the membership as it deems necessary. The Executive Committee shall keep a record of all media communications. The Union will only respond to media queries during office operating hours. The Union will make every effort to accommodate non-accredited requests. The Union only extends after-hours service to media queries of an urgent and/or operational nature. Other queries will be logged and addressed during regular operating hours.

Media Access

Media requests from representatives of an accredited student media organization are given priority. Media requests by non-accredited media and students will be logged and dealt with in sequence. News media is allowed access to public areas of the Student Centre. For security purposes, access beyond the SCSU front desk and into office space or Student Centre rooms is prohibited without prior approval from the official spokesperson of the Union. While filming and conducting interviews, all media representatives are required to display media identification or news credentials.