


Administrative Procedure Media Relations and Advertising	
	Department: Communications
	Approved by: Leadership Council
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	External References
	<ul style="list-style-type: none"> •
	Internal References <ul style="list-style-type: none"> • Acceptable Use of Technology AP • Code of Conduct AP • Conflict of Interest AP • Employee Use of Social Media AP • Privacy AP

Purpose

- To provide guidance and outline expectations regarding how Saskatchewan Distance Learning Centre (Sask DLC) responds to media requests. This procedure aims to ensure that Sask DLC is transparent in providing relative and timely information to media organizations, while balancing our need to protect students and staff from unwelcome intrusions in their learning and ensure the relevant privacy legislation is adhered to.

Scope

- This procedure applies to all employees of Sask DLC.

Policy Statement

- Sask DLC recognizes the important role media play in informing the public about our programs and initiatives.
- Sask DLC employees are expected to notify the Executive Director of Communications of stories, celebrations, activities and events occurring that may be of interest to media. The Communications team is available to support by preparing media advisories, news releases and other communications support as needed.
- Sask DLC employees are expected to immediately direct all media inquiries to the Executive Director of Communications and the Manager of Communications, ahead of a response being provided. Employees are to refrain from speaking or responding directly to a media inquiry without prior approval.

- Any media spokesperson representing Sask DLC must be approved ahead of time by the Executive Director of Communications, under the direction of the Chief Executive Officer (CEO).

Procedures:

1. Planning a media event or news release
 - a) All media events or news releases must be planned in collaboration with and the approval of the Executive Director of Communications or designate.
 - i. The Communications team is responsible for writing and obtaining appropriate approvals for all media materials, including media advisories, news releases, backgrounders and images.
 - ii. The Communications team is responsible for distributing all media communications materials.
 - iii. Sask DLC employees are responsible for providing accurate information on their program area as needed to support the development of media responses.
2. Receiving a Media Inquiry
 - a) Members of the media may reach out directly to any employee or to the main office with an inquiry. All media inquiries received are to be directed to Communications. Staff members may either provide the contact information of the Communications Manager or Communications Executive Director to the requestor, or the email or message may be forwarded or sent to them by the employee.
 - i. The Communications team is responsible for reaching out to the requestor to get any needed details or context and confirm the deadline.
 - ii. The Communications team will make every effort to meet a reporter's deadline, but there may be occasions where an alternative deadline will need to be negotiated in order to gather the needed information or to accommodate a media spokesperson's schedule.
3. Being a Media Spokesperson
 - a) Media spokesperson(s) is identified ahead of time by the Executive Director of Communications, under the direction of the CEO.
 - b) Wherever possible, content experts will be used as media spokesperson(s) with support from the Communications team. Where needed, the Executive Director of Communications or Communications Manager may act as a media spokesperson.
 - c) A media spokesperson may respond to an inquiry by email or through an in-person, phone or virtual interview. The best format of response will be discussed and approved by the Executive Director of Communications. Media spokespersons are expected to:
 - i. Ensure all relevant privacy legislation and policies are followed with information shared.
 - ii. Be prepared and provide clear and concise answers to questions.
 - iii. Adhere to Sask DLC messaging to ensure accuracy and consistency.
4. Media attending Sask DLC events or locations
 - a) Members of the media must be invited into Sask DLC Campuses, offices or to in-person events and may be asked to leave the location at the discretion of the Campus Principal/designate or Executive Director of Communications/designate.
 - b) Wherever possible, media contact at local Campuses or at in-person events should not disrupt the normal operation of the campus, class or event, for teachers, support staff and students.

5. Advertising

- a) The Communications team is responsible for all advertising of Sask DLC programs and initiatives in both traditional (TV, radio, billboards, etc.) and online media platforms (social media, website and other digital platforms).
 - i. Communications will work with content experts to develop messaging and communications materials for approved advertising campaigns. The Executive Director of Communications or designate has final approval of all advertising content and is responsible for managing Sask DLC's annual advertising budget effectively and efficiently.
 - ii. The two exceptions to this include:
 - Human Resources has the ability to advertise job postings on Sask DLC's website and within the Human Resources Information System (UKG) which links to external job posting sites. Any social media ads related to job postings are created in collaboration with the Communications team.
 - Corporate Services has the ability to advertise any approved procurement as appropriate or required pursuant to the Government of Saskatchewan Procurement Guidelines.

6. Crisis Communication

- a) In the event of an emergency, crisis situation or unusual circumstance, Sask DLC employees shall:
 - i. Refrain from speaking to media.
 - ii. Contact their direct Supervisor and the Executive Director of Communications to provide all relevant details.
 - iii. The Communications team will follow Sask DLC's emergency communications protocol, engaging other members of the Senior Leadership Team and the Board as needed and appropriate.

7. Sharing Photos and Video content of Students and Staff

- a) Sask DLC has a media release form for both [students](#) and [adults](#) that is provided to students who attend in-person or virtual events where photos and/or video may be taken.
 - i. Staff attending events in-person with students, where photos and video may be taken must work with the Communications team ahead of time, to ensure the student guardians (for students under the age of 18) or adult learners (students 18 and older) are provided the media release form.
 - ii. Staff at the event are expected to track what students do and do not have media release forms on file, ensuring student privacy is respected.
 - iii. Only photos and videos with the appropriate media sign off will be used to share with media, social media, website, newsletters and other communications.

Definitions

- **Media:** Refers to any member of a recognized media outlet, including, but not limited to, television, radio and newspaper news outlets, magazines or specialty publications. It also refers to new media organizations, including, but not limited to, podcasts, blogs, social media influencers/personalities, and other forms of mass communication or information sharing. If you are unsure if a person or organization is included under the media policy, please contact the Executive Director of Communications directly for guidance and support.

- **Media Inquiry:** Refers to any type of question or request for information that is received from a member of the media, with the intention of distributing the information for mass consumption.