

Title	Media Relations
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Policy Category	D
Approving Body	Board of Governors
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Section 1: Overview

Langara College is committed to open, timely, and respectful relationships with the media. These relationships are built on truthful and accurate communications, reflect our values, and exist with respect of the legitimate requirements of student and employee privacy and safety, and in adherence to relevant legislation. This includes supporting working relationships that are free of harassment, discrimination, and bullying, and which support a collegial environment characterized by mutual respect, safety, civility, and free inquiry.

Section 2: Purpose

The purpose of this policy is to guide decision-making with respect to how Langara College plans for, interacts with, and responds to the media in ways that respectfully consider the Langara College community.

Section 3: Definitions

In this By-Law:

- “**Board**” means the Langara College Board of Governors.
- “**Board Chair**” means the Chair of the Board.
- “**Board member**” means an individual appointed, elected, or serving ex officio on the Board.
- “**College**” means Langara College.
- “**College community**” means the students and employees of Langara College, and includes Board members, contractors, volunteers, and visitors.
- “**Media representatives**” means persons who aim to publish information for the general public in association with a media organization and includes, for the purposes of this policy, students writing or publishing in conjunction with a campus publication such as the *Langara Voice*.
- “**Official communications**” means the dissemination of official information relating to the ongoing affairs and activities of the College, through any medium, directed at the College community, media representatives, or the public at large.
- “**President**” means the President and Chief Executive Officer of Langara College.
- “**Spokesperson**” means a person who has been authorized by this policy, or by a delegation made in accordance with this policy, to speak to media representatives in an official capacity on behalf of the College.
- “**Strategic Communications and Marketing**” means the department responsible for the College’s communications strategies and media relations.

Section 4: Scope

This policy applies to faculty, staff, administrators, contractors, Board members, and to students employed by the College in any capacity. It governs any official communications on behalf of the College, including print, online, digital, and social media, as well as interactions with media representatives.

Section 5: Roles and Responsibilities

- (5.1) The Board Chair shall be the primary official spokesperson for the College with respect to matters relating specifically to the Board of Governors. This duty may from time to time be delegated in writing to another Board member, generally the First or Second Vice-Chair, in that order.
- (5.2) In accordance with Section 7.1(j) of Board By-Law 203 *Powers, Duties and Benefits of President and CEO*, the President shall be the primary official spokesperson for the College with respect to all other matters. The President, or the Vice President, External Relations & Community Engagement acting on their behalf, may designate additional spokespersons as required.
- (5.3) All official communication and interactions with media representatives on behalf of the College, including with independent or freelance reporters, should be coordinated and supported by Strategic Communications and Marketing.
- (5.4) All requests by the media to record or livestream (audio, photography, digital video, etc.) College activities on campus, or off-campus College-led activities involving students or employees, shall be referred to Strategic Communications and Marketing for approval and support.
- (5.5) Strategic Communications and Marketing leads all official digital and social media communications on behalf of the College, including providing oversight to all digital and social media channels initiated by members of the Langara College community and which represent the College brand. This may include social media accounts managed by students or employees which are not directly controlled by Strategic Communications and Marketing.
- (5.6) In the event of an emergency, Strategic Communications and Marketing will work with the appropriate administrators to provide the most accurate, relevant, and timely information to members of the College community, other interested parties, and the public at large.
- (5.7) To prevent misinformation, members of the College community are advised to avoid sharing or spreading publicly any information that does not come through official channels.

Section 6: Respect for Discourse

- (6.1) Langara College is a community of diverse viewpoints, including students, employees, faculty and instructors, Board members, alumni, donors, volunteers, and external partners. In order to honour this diversity and foster a welcoming, inclusive culture, it is essential that the College maintains a neutral institutional stance publicly with respect to partisan politics, social issues, and the internal governance of any student associations or labour unions affiliated with the College. As such, the College does not endorse political parties or take political or social stances, other than official

communications consistent with Langara's mandate, vision, mission, and strategic framework.

- (6.2) Employees contacted by media representatives are free to grant interviews based on their personal findings, research, or opinions in their field, but they are not authorized to speak to media as an official spokesperson for the College. Employees should notify Strategic Communications and Marketing in advance of any interview for awareness. When requested, the College will provide support, which may include facilitating media requests and providing media training.
- (6.3) Content that is unlawful or contrary to College policies must not be communicated through any official College communications channels. If found, it should be retracted or removed, where possible. Strategic Communications and Marketing should be notified and may support the removal of these communications as required.

Section 7: Rights and Responsibilities for Members of the College Community

- (7.1) At all times, it must be sufficiently clear that a distinction exists between the private opinions of a member of the College community, on the one hand, and any official communications on behalf of the College, on the other hand. Subject to any applicable College policies, Langara College recognizes the right of any individual connected to the College to express themselves in any legal way while also reserving for itself the prerogative to determine who may act as a spokesperson for the College.
- (7.2) While only individuals designated to speak publicly as an official spokesperson for the College may do so, the College recognizes the rights and responsibilities that flow from the exercise of academic freedom, as set out in applicable collective agreements and the Langara College [Statement of Principles on Academic Freedom and Freedom of Expression](#).
- (7.3) Employees contacted by media representatives to provide an interview on behalf of the College should contact Strategic Communications and Marketing who will lead the response, including deciding whether to grant the interview or follow up in a different way. Employees should refer all such media inquiries requesting a College response to news@langara.ca.
- (7.4) Nothing in Section 7.3 of this policy detracts from the existing rights of members of the College community to engage in lawful expression, including by expressing critical points of view about Langara College, its Board, or any decision-makers.
- (7.5) Where an employee or Board member acts as a spokesperson for the College without having been authorized to do so, this may be grounds for discipline in accordance with any applicable policies. In such situations, any good faith efforts to distinguish their personal opinion from their role at the College will be taken into account.
- (7.6) Board members are reminded that they will have additional obligations to the College above and beyond any duties or responsibilities imposed under this policy, including duties relating to confidentiality and respecting the finality of decisions taken by the Board.

Section 8: Review Date

- (8.1) A review of this policy should be completed no later than every four years.