

	Policy No.	Replaces	Policy
	<b>B. 303</b>	<b>Policy 8</b>	<b>Board</b>
	Policy Name		
<b>PUBLIC RELATIONS – ACTING ON BEHALF OF THE UNIVERSITY</b>			
Approved by	Responsibility		Category
<b>Board</b>	<b>Board of Governors</b>		<b>General</b>
Date Issued	Date Revised	Revision	Related Policies, Reference
	<b>Sept. 21, 2010</b>	<b>8</b>	

The University Board recognizes that an integral part of the total services to the community is recognition of the needs of that community to be actually, accurately and adequately informed of the aims, objectives and accomplishments of the University, and the means in use to achieve such objectives. Initiation and co-ordination of public information shall be the responsibility of the President.

Information releases of a policy nature or concerning the governance and operation of the University shall be approved by the Board Chair or the President respectively. Information releases of a general nature shall carry the judgement of the President and shall conform to the principles stated in the paragraph above. In no instance shall an information release or an interview reveal or discuss any matters normally deemed to be of a confidential personnel nature.

Occasions arise when individuals employed by or associated with the University are invited to serve as members of bodies outside the University or to comment for newspapers, magazines, radio, television or other public media. All persons associated with the University are free to speak out or to act as members of external committees and bodies, as individuals or as groups without reference to the University. When acting on behalf of a unit of the University, individuals should identify themselves. Only the Board Chair or other designates and the President or his/her designate speak on behalf of the Board.

The stationery of the University should be used only for business of the University.