



Media Statement Policy

Policy Owner: URSU Board of Directors

Audience: URSU Executive, URSU Management

Approved: April 25, 2017 Board of Directors Meeting

Last Reviewed: N/A

Review Schedule: Summer 2018

1 - Introduction

This policy applies to all employees of URSU including board members, executive, management, and other employees. This policy shall outline the proper procedures for making statements to the media, submitting documents to a news outlet, posting on social media, or anything put out as a statement that has an effect on the URSU's reputation, general image or could be harmful to our members.

2 - Definitions

URSU: The Students' Union of the University of Regina Inc. URSU is the representative body for all URSU members. This not-for-profit organization offers a multitude of services to the students of the University of Regina.

Media Statement: Shall be referred to as any information that is shared publicly by the URSU, online media, comments, article submissions, interviews, etc.

Social Media Statement: Shall be referred to as any statement made online regarding the organization specifically, or on behalf of the organization.

Standards of Conduct: This refers to the behaviour standards that are outlined in the Standards of Conduct Policy



3 - Policy

The URSU is responsible for not only representing itself in the best interests of the students, but also maintaining a good working relationship with the administration of the University of Regina as well as other student unions in Saskatchewan and across Canada.

3.1 Mandate

In order to maintain the reputation of the organization the following guidelines must be followed when making a media statement:

- 1) The statement or talking points must be approved by a majority Executive Committee vote.
- 2) The statement or talking points must be conscious of the URSU's reputation.
- 3) The statement or talking points must be compliant with the standards outlined in the Standards of Conduct Policy.
- 4) The statement or talking points must be conscious of the current and future relationship with Administration, the community and other student unions in Saskatchewan and across Canada.

3.2 Dissent

In reference to the Not-For-Profit Act clause (147), this policy does not override an Executive or Board Member's dissent of a decision of the Board.

4 - Consequences for Non-Compliance

In order to enforce the united image of the URSU and promote a positive relationship with URSU's members, partners, community and administration, the policy rules must be followed. If not, the Executive Committee must bring the issue before the Board of Directors. The Board's role is to enforce the following disciplinary action if needed:

1. Immediate suspension of all media privileges.
2. Reasonable discipline as the board sees fit and consequences as outlined in the Standards of Conduct Policy.

5 - Related Information

5.1 - Standards of Conduct Policy