



## Media Statement Policy

Policy Owner: URSU Board of Directors

Audience: URSU Executive, URSU Management, **URSU Staff**

Approved: Board of Directors Meeting April 6, 2021

Last Reviewed: September 24, 2019

Review Schedule: April, 2024

### 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 student's of the University of Regina.

**Board:** The Board of Directors of URSU

**Executive Committee:** A committee established under URSU's governance structure that includes the President and three Vice-presidents.

**Media Statement:** Shall be referred to as any statement made publicly regarding the organization specifically, or on behalf of the organization with respect to positions approved or endorsed by the Board of Directors or the Executive Committee. Media Statements are communiqués to shared publicly by the URSU, by way of print media, online media, social media, comments, article submissions, interviews, etc.



**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

- 1) In order to maintain the reputation of the organization the following guidelines must be followed when making media statement:
  - a) The statement or talking points must be approved by a majority Executive Committee vote or as per directions provided by the Board.
  - b) The statement or talking points must be conscious of the URSU's reputation.
  - c) The statement or talking points must be compliant with the standards outlined in the Standards of Conduct Policy.
  - d) 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 Procedure

- 1) Any Media Statement drafted by the Executive Committee shall be forwarded first to the Public Relations and Social Media Coordinator. Alternatively, the Executive Committee may request the Public Relations and Social Media Coordinator to initiate the first draft.
- 2) The draft is forwarded to the **Executive Committee** for approval for release.
- 3) Media Statements are to be signed/issued/presented by the President (or their designate) on behalf of URSU. Media Statements should not be construed as coming from any one individual.
- 4) In the event of pressing necessity (i.e. impromptu request for an interview by the media), the talking points referred to above must be disseminated in advance to the Executive Committee **by the Public Relations and Social Media Coordinator and General Manager and/or Board of Directors** by way of email and consented to by a majority of the Executive Committee



### 3.3 Dissent

In reference to the Not-For-Profit Act clause (147), this policy does not override ~~does not~~ 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