

<b>Policy Title:</b>	Media		
<b>Category:</b>	<input type="checkbox"/> Institutional - Board	<input type="checkbox"/> Academic - Administrative	
	<input checked="" type="checkbox"/> Institutional - Administrative	<input type="checkbox"/> Employment - Administrative	
<b>Approved by:</b>	<input type="checkbox"/> Board	<input checked="" type="checkbox"/> President	
<b>Date approved:</b>	August 15, 2018	<b>Effective date:</b>	August 15, 2018
<b>Policy Sponsor:</b>	Associate Vice President, Institutional Advancement & Communications	<b>Date last reviewed:</b>	January 2019
<b>Date of Mandatory Review (expiry date)</b>	August 2024	<b>Date of last revision of Procedures</b>	January 2019

## 1 POLICY

1. The official spokesperson of CMCC is the President.
2. All media inquiries including interviews, photography, recording or filming on and off campus must be directed to and approved by the Associate Vice President, Institutional Advancement & Communications.
3. All media releases must be approved by the President. Media releases from collaborating institutions must also be vetted through CMCC's Division of Marketing and Communications.
4. When taking photographs for display purposes, inclusion in a research presentation or poster, or other purposes where the photographs will be seen by external audiences, the following must be followed:
  - a. Written consent must be obtained from the subject being photographed for use by CMCC.
  - b. Patients must be dressed in their regular attire, including students acting as patients for demonstration purposes. In teaching situations contact must be skin on skin, for example, for technique class photos the student 'patient' can be dressed in the technique shirt, shorts, etc. but the contact must always be shown as skin on skin.
  - c. Clinicians and Interns must wear professional attire and a name tag.
  - d. Images must be approved by the Associate Vice President, Institutional Advancement & Communications and conform to brand standards.
5. External production companies and film crews must obtain prior approval from the Associate Vice President, Institutional Advancement & Communications to film on campus. Filming that disrupts classroom or clinic activities is not permitted.
6. No filming may take place in the Anatomy Laboratory.

## 2 PURPOSE

To regulate media relations on behalf of CMCC.

## 3 SCOPE

All CMCC employees and students.

## 4 INFORMATION AND COMPLIANCE PLANS (not a comprehensive list)

Example: "Employee A" is a researcher with CMCC and a media person contacts the employee directly about a research project the employee is working on. (The media person has heard about the research through indirect sources.) The inquiry is specific to the employee's area of expertise or activity and the employee is the best person to answer the question directly. What should the employee do? See #2 in the Procedures section following this policy.

## 5 RELATED POLICIES (not a comprehensive list)

- Privacy
- Representation of CMCC

## 6 DEFINITIONS

N/A

<b>New Policy Approved (date)</b>
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August 1999
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<b>Policy Revision History</b>
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October 12, 2012
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Updated – August 15, 2018
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-----END OF POLICY-----

## 7 PROCEDURES

### 1. General inquiries from the media

The Division of Marketing and Communications will:

- ask the media person for the details of the request
- get authorization to respond to the inquiry from the Associate Vice President, Institutional Advancement & Communications or the President
- link the media with a spokesperson, or provide the information requested
- brief the spokesperson on the details of the request and possible pitfalls that may arise when talking with the media person

- when appropriate, attend and record interviews

This will be done quickly to provide a prompt response to the inquiry.

## 2. Media Inquiries that come directly to an employee

If an employee or student is contacted directly about the employee's or student's specific work, the employee or student should inform the media person that it is CMCC policy to notify the Associate Vice President, Institutional Advancement & Communications (VPIAC) prior to answering any questions. Let the media person know that you will be in touch with them once you have notified the VPIAC.

In the event the AVPIAC is unavailable, the employee or student should contact the President's Office or other members of the Executive Leadership Team. Be as cooperative as possible. The AVPIAC will call the media person and/or assist the employee or student in preparing for the interview.

Once approval has been granted to conduct an interview, the employee or student should keep the following questions in mind:

- Is there potential for controversy surrounding the issue or line of questioning
- Are there aspects of the work that should not be discussed with the media
- If the employee or student is asked to answer questions with which they do not feel comfortable, they should speak factually and truthfully, keeping answers specifically to the work in question. If the employee or student is not the most knowledgeable person about the subject, defer the question to the person/organization that is.

## 3. Filming on campus

External production companies and film crews must have prior approval to film on campus. All filming requests must be directed to and approved by the Associate Vice President Institutional Advancement and Communications. The Marketing and Communications office will:

- ask the film crew for the details of the request
- if appropriate, request authorization for filming from the President
- notify the CMCC community
- obtain a detailed brief from the company in advance to prepare for filming
- supervise the filming to ensure that areas and activities filmed represent a positive image of CMCC, e.g., CMCC staff, faculty and patients will be dressed and behave according to clinic protocol.

## 4. Collaborative projects that receive media attention

If an employee is working on a collaborative project with another institution and that institution prepares a media release about the project, the employee will ensure that:

- the employee (i.e., the person working on the project), the Associate Vice President, Institutional Advancement & Communications, and the President approve the release before it is sent
- the release is approved by the other institution
- a copy is sent to the Division of Marketing and Communications for reference
- Marketing and Communications is listed as the contact at CMCC

This protocol should be communicated to the collaborating institution before media releases are initiated.

**New Procedure (date):**

August 1999

**Procedure Revision History (dates):**

October 12, 2012

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**8 ATTACHMENTS**

None