
Policy on Media Relations

Title:	Media Relations
Policy number:	POL 052
Approval(s) required	Academic Senate <input type="checkbox"/> Board of Trustees <input checked="" type="checkbox"/> Both <input type="checkbox"/>
Date of Senate approval if required	(dd/mm/yyyy)
Date of Board approval if required	06/12/2023
Effective date of implementation	06/12/2023
Frequency of review required	2 years
Replacing or superseding information	None
Revision number	New
Responsible Office	Office of University Relations
Accountable Officer	Assistant Vice President, University Relations
Related legislation, regulation, policy, or policies	Policy on Marketing Collaterals and University Communications, Policy on Social Media, Policy on Visual Identity and UB Trademarks.
Appendix/Appendices	None

1. **Authority**

The Board of Trustees

2. **Purpose**

The purpose of this policy is to outline the guidelines and principles that govern the university's interactions with media professionals across traditional and new media to elevate the university's voice in a consistent, unified and authoritative manner, preserve its brand and reputation as a leading institution in fostering national development and showcase the expertise of scholars and student success.

3. **Scope**

This policy applies to all employees of the institution (faculty, staff, administrators, part-time faculty), as well as students, and members of the public hosting or attending events at any UB campus, facility or venue.

4. **Definitions**

Brand: The distinctive identity and standard that differentiates University of The Bahamas in the marketplace which includes tone of voice, visual representations, logos, wordmarks, and trademarks. UB's brand helps to shape and impact public perception, and by extension, the institution's reputation.

Editorial Style: The prescribed system of writing messaging across channels and formatting in order to communicate consistently and in a unified way.

Editorial Style Guide: The document that provides general guidelines for copywriters, editors, content creators and digital marketers for editorial consistency in official UB text. The Style Guide serves as a compass for writing and formatting in order to communicate clearly and consistently and is part of the University's branding toolkit.

Tone of Voice: This refers to what the university communicates to its constituents, stakeholders and audiences including written and verbal messaging and how the message is communicated which is a part of expressing the brand of the institution.

5. **Policy Statement**

- 5.1. OUR is responsible for coordinating all external communications regarding official University of The Bahamas business. This includes press conferences, press releases and interviews by authorized UB representatives whether by in-person, remotely, or online. Individuals, offices and departments must coordinate all proposed communications with the news media regarding official UB business through the OUR.
- 5.2. Only the Chair of the Board of Trustees and his/her designate, University of The Bahamas President, Executive Leadership Team members or designees, and senior academic administrators are authorized to speak on behalf of UB on the areas over which they exercise authority. In the case of crisis situations, the list of spokespersons as per UB's Crisis Communications policy will apply.
- 5.3. OUR must be notified of any intended campus visits by external journalists, photographers, videographers and other media related personnel and must be apprised of the purpose for such visits. This includes news media coverage of events held on university venues. OUR retains the right to refuse access (enforced by UPSS) to any such persons, companies or organizations if their purposes are deemed inappropriate or potentially harmful to the institution and/or its constituents.
- 5.4. OUR shall notify the UPSS of all expected media visits in advance of those visits. While on campus, members of the media shall wear UB media badges.
- 5.5. In instances where a news media professional requests an official University statement or comment, the Senior Manager of Communications, AVP for University Relations or designee will collaborate with the appropriate administrator or faculty member to develop an approved accurate, clear and brand-appropriate message and directly release the statement to the news media. OUR shall maintain a record of all media requests and official statements which are disseminated.
- 5.6. When other requests are made for university information (which are not statements) OUR will gather and provide the information to the news media, or will direct the reporter to the appropriate repository, department or individual.

- 5.7. In instances where members of the media attempt to access UB campuses without prior notification, UPSS personnel shall contact OUR immediately. In such instances, OUR personnel will advise of appropriate next steps.
- 5.8. While on campus members of the media must be escorted by a member of OUR or designee. Members of the media may attend athletic events without an escort.
- 5.9. Members of the media shall not be permitted in student residences, classrooms, offices or other non-public areas without explicit, pre-arranged permission through OUR.
- 5.10. Restrictions contained in this section do not apply to UB faculty when performing duties in their respective capacities on behalf of the University. Faculty comments to the news media are only subject to prior review by the administration if the intention is to address official University policy or to speak officially on behalf of the University. In such instances, faculty shall notify OUR which will coordinate an appropriate University response.

6. **History**