





Providing detailed instructions on distributing media pitches, media advisories and news releases; and,

Monitoring media coverage and alerting the college executive about breaking stories.

1. The Communications and Marketing office is responsible for day-to-day media liaison and engagement on behalf of the college.

If an individual employee or department receives a direct media call about the college, they are asked to contact the Communications and Marketing office for information, support and advice.

If media request to speak with instructors or interview/film/photograph classes in progress, the Communications and Marketing team will:

- a. Make media aware that priority is to not disrupt classes. Students, educational programming and college services take priority.
- b. Provide a heads up to the Dean and Chair/Program Leader with details of the media request.
- c. The Communications and Marketing office will arrange the time and location for media arrival; greet media; provide media with background information and parking pass; accompany the media to the classroom; and, stay with the media representatives until they depart the campus.
- d. Share messaging with Government Communications and Public Engagement.

2. - The Communications and Marketing office is responsible for writing and distribution of media advisories, media pitches and news releases on behalf of Camosun College.

3. Official Camosun College views and opinions need to be cleared through the Communications and Marketing office. Individual viewpoints are not necessarily representative of those of the college. The Communications and Marketing office can provide advice, guidance and recommendations.

- 4.

