

Policy Title: Media

Category:	<input type="checkbox"/> Institutional - Board <input type="checkbox"/> Academic - Administrative <input checked="" type="checkbox"/> Institutional - Administrative <input type="checkbox"/> Employment - Administrative		
Approved by:	<input type="checkbox"/> Board <input checked="" type="checkbox"/> President		
Date approved:	September 26, 2024	Effective date:	September 26, 2024
Policy Sponsor:	Associate Vice President, Institutional Advancement and Communications	Date last reviewed:	September 26, 2024
Date of Mandatory Review (expiry date):	September 2029	Date of last revision of Procedures:	September 26, 2024

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 and Communications (AVPIAC).
3. All media releases must be approved by the President. Media releases from partner/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.
- d. Images must be approved by the AVPIAC and conform to brand standards.
- 5. External production companies and film crews must obtain prior approval from the AVPIAC 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)

- Access to Anatomy Laboratory, Morgue and Museum – Protocol and Conduct
- Code of Conduct
- Representation of CMCC

6. DEFINITIONS

N/A

New Policy Approved (date):	August 1999
Policy Revision History (dates):	October 12, 2012 August 15, 2018 September 26, 2024

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 and request questions in advance (may or may not be possible).
- get authorization to respond to the inquiry from the AVPIAC 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 AVPIAC prior to answering any questions. Let the media person know that you will be in touch with them once you have notified the AVPIAC.

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.
- There is no such thing as 'off the record', therefore, if asked to discuss any issue off the record, decline to do so even in cases where the reporter is an acquaintance or associate.

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 AVPIAC. 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 or other relevant member of the Executive Leadership Team (ELT)
- 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 AVPIAC, and the President approve the release before it is distributed
- the release is approved by the other institution
- a copy is sent to Marketing and Communications for reference and further distribution if applicable
- A member of the Marketing and Communications team or the AVPIAC is listed as the contact at CMCC

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

New Procedure Approved (date):	August 1999
Procedure Revision History (dates):	October 12, 2012 August 15, 2018 January 2019 September 26, 2024

8. ATTACHMENTS

None.