



Policy Name: Media Policy	Policy Number: A12
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Policy Statement:

The SAOC shall have a consistent and unanimous voice in all forms of media, including; press releases, radio announcements, formal letters and all forms of communication representing SAOC as a whole.

Purpose:

To ensure a unanimous voice as dictated by consensus of council.

Related Policies	
Review Plan: 5 years	Review Date: March 14, 2021
	Ratification Date: January 25, 2011



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<p>Procedure:</p> <p>Media being:</p> <ul style="list-style-type: none"> a) Press Releases b) "Thank You" letters c) Letters to external individuals or groups that represent SAOC as a whole. d) Communications of an official nature that represent SAOC as a whole. e) Social Network Sites <p>Where in:</p> <ul style="list-style-type: none"> a) The voice of the Executive Council or SAOC as a whole is represented by each active member. b) Representation comes in the form of any public address, media release or other form of communication that would reflect on SAOC as a student governing body. 1. Lead in these matters is taken by the President and in lieu of the President, Communications VP, followed by Internal VP, followed by the Administrative Coordinator of the SAOC. 2. Consensus reached in Council shall be the expressed message, no matter the medium of that expression. <ul style="list-style-type: none"> a) Lacking consensus, on matters of an expected nature, the original message will be clarified but unchanged. b) Deviating from message of consensus could result in legal action, depending on severity of transgression. <p>Mediums:</p> <ul style="list-style-type: none"> 1. Press Releases <ul style="list-style-type: none"> a) Will be brought before council, time sensitivity notwithstanding b) Will be approved by consensus or edited so that they may be approved by consensus c) Will be the followed message for all members of the SAOC if questioned by the Media or the Public 2. Thank You Letters <ul style="list-style-type: none"> a) See Press Releases 3. Letters to External Individuals or Groups that Represent SAOC as a whole <ul style="list-style-type: none"> a) See Press Releases 4. Communication of an Official Nature that Represents SAOC as a whole <ul style="list-style-type: none"> a) See Press Releases 5. Social Network Sites <ul style="list-style-type: none"> a) Will be carefully monitored by the Communications VP and Office Assistant b) Removal of posts will be at the discretion of the SAOC
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Supporting Documents	
Review Plan: 5 years	Review Date: March 14, 2021