

University of Alberta Museums Media Enquiry Process

Office of Administrative Responsibility:

Museums and Collections Services

Purpose

- To ensure that media inquiries are responded to quickly, accurately and in a consistent manner
- To improve service to media
- To enhance and protect the reputation of Museums and Collections Services (MACS), University of Alberta Museums and the University of Alberta as a whole
- To ensure key information and messages are communicated to maximize opportunities to engage audiences and enhance reputation
- To ensure potential of local, regional and national media is maximized
- To ensure coordination with campus communications to best achieve these objectives

PROCEDURE

1. General

- a. This procedure applies to any media inquiries related to Museums and Collections Services, or University of Alberta Museums including collections, objects, programs, policies, procedures and staff
- b. Media inquiries relating to the University of Alberta Museums will be coordinated through Museums and Collections Services (MACS)
- c. Only designated spokespeople will address media inquiries

2. Designated Spokespersons

- a. From time to time, MACS Communications and Marketing Coordinator may call on U of A Museums and MACS spokespeople to respond to the media. In such a case, the spokesperson(s):
 - i. shall discuss only their areas of experience or expertise
 - ii. shall respect all U of A, provincial, and federal policies
 - iii. shall not provide comments that could undermine the integrity of the organization
 - iv. shall not speculate about events, incidents, issues, or future policy decisions
 - v. shall not offer personal opinion
- b. Media relations will work with spokesperson(s) to develop key messages and provide advice and guidance

3. Receiving and Enquiry

- a. Upon receiving a media call, the recipient will direct the inquiry to:

Communications and Marketing Coordinator, Museums and Collections Services, 780-492-5834

- b. MACS Communications and Marketing Coordinator will contact media to determine the nature and details of the enquiry
- c. MACS executive team, in consultation with departmental chairs and designated curators of collections (as required), will then determine the best approach to the inquiry. This may include:
 - i. referring call to an expert or designated spokesperson
 - ii. MACS Communications and Marketing Coordinator responding
 - iii. declining the inquiry
- d. Once the inquiry is closed, the Communications and Marketing Coordinator will log the call

4. Media monitoring

- a. Monitoring the coverage of the University in the daily media is done by the Office of Public Affairs. The Communications and Marketing Coordinator also scans for and logs any media coverage related to MACS and the U of A Museums.

5. Proactive Coverage

- a. MACS will determine how proactive coverage is generated as part of the wider communications strategy in consultation with designated curators and chairs.
- b. To proactively place news in the media, contact MACS Communications and Marketing Coordinator

6. Reactive Coverage and Crisis Media

- a. Though all media enquiries should be vetted through MACS Communications and Marketing Coordinator, some issues are particularly sensitive – repatriation, human remains, etc, – and should be handled with exceptional care and caution
- b. On finding media coverage that is malicious or erroneous, contact MACS Communications and Marketing Coordinator. MACS executive team will determine, in consultation with the Office of Public Affairs and others as appropriate, the best course of action to resolve the issue.

DEFINITIONS

There are no definitions for this Procedure. [\[▲Top\]](#)

Term

FORMS

There are no forms for this Procedure. [\[▲Top\]](#)

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