

# THE UNIVERSITY OF BRITISH COLUMBIA



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Members of the UBC community can take pride in the important achievements that flow from our teaching, research and service mission. These achievements combine to create a superb reputation for UBC here in BC, in Canada and around the world.

The University encourages its members to engage with news media so that these initiatives can gain wider audiences. In doing so, the University community more fully contributes to debate and the development of knowledge at the same time as attracting the best students, faculty, staff and supportive resources to UBC.

Inevitably, in an institution the size, scale and complexity of UBC, administrative and operational issues will arise from time to time that have the potential to adversely impact the University's reputation. This memo is simply a reminder that there is a protocol to ensure that in such situations the university is able to communicate with integrity, timeliness and effectiveness. Adherence to the protocol outlined below is widely understood and observed, although more recent faculty and staff members may be less familiar with it.

This protocol is intended expressly when there is a need for someone to speak to media *on behalf of the University* on issues of policy or administrative operations. Examples of the sorts of issues to which the protocol pertains include the death of a student, criminal allegations, a theft, bomb threat, an actual or threatened lawsuit, etc.

When you, or members of your unit, receive inquiries from news media about such matters, particularly where there is the potential for a negative impact on the University's reputation, please gather appropriate information but consider delaying your response until you have had the opportunity to consult with the Executive Director of the UBC Public Affairs Office. Public Affairs can work with you to gather relevant information and coordinate an appropriate media response, including identifying spokespersons, providing coaching resources and background information.

Please note that this protocol is in no way intended to restrict academic freedom with respect to faculty members' contact with news media. On the issues of the day for which scholars are encouraged and privileged to speak, it can be fairly said that no one person speaks for the University. Note as well that Public Affairs can offer general advice and assistance wherever a faculty member is asked to provide comments to the media.

Your unit's continued support of this protocol will help to ensure the protection and enhancement of UBC's well-deserved reputation.

A handwritten signature in cursive script that reads "Stephen Owen".

Stephen Owen, QC, PC