

---

## OFFICIAL POSITIONS AND SPOKESPEOPLE

---

POLICY NUMBER	BRD 01-4
APPROVAL DATE	APRIL 9, 2008
LAST AMENDMENT	NOVEMBER, 1989
REVIEW DATE	APRIL, 2013
AUTHORITY	BOARD OF GOVERNORS AND SENATE
PRIMARY CONTACT	MARKETING & COMMUNICATIONS

### POLICY

It is the policy of the Board of Governors and Senate of Thompson Rivers University to keep the residents of the Thompson Rivers University region informed about the activities of the University.

---

### REGULATIONS

#### I. SPOKESPERSON

The Board Chair is the spokesperson for the University for any matter within the authority of the Board. In the absence of the Chair, the Vice-Chair or the member acting as Chair becomes the spokesperson.

The President, as the Chair of Senate, is the spokesperson for the University for any matter within the authority of Senate.

Any other member of the University community may voice their opinion publicly on any University matter, but in so doing, should make it clear that this opinion is not necessarily that of the Board or Senate.

In all matters of daily operation, the President is the official spokesperson for the University.

#### II. OFFICIAL TRU POSITIONS

Public statements, verbal or written, putting forward an official University position on any matter, are the sole responsibility of the President or Board Chair as set out above. Any inquiry, including those from members of the media, needing clarification or more information on an official University position, should be referred to the President through the Public Relations Office.

The issuing of Official Media Releases, which relate to the business of the institution including but not limited to appointments, programs, initiatives and major gifts, to members of the media in any form on behalf of any University department or activity requires the approval of the President or Board Chair.

The responsibility for routine matters and the process of keeping various 'publics' informed through: (i) ongoing media relations activities, (ii) the consistent and professional use of approved institutional identity; and (iii) accurate content in all official print and electronic information sources may be delegated to the Public Relations Office.