

Senate Media Relations Protocol

The Chair is the only official spokesperson of the Senate.

If you are contacted by media, please:

- Forward media requests to Media Relations for follow-up:
 - Sarah McGinnis, Senior Director, Communications Services (Office of External Relations) — (smcginni@ucalgary.ca)
 - Forward immediately to ensure timely response
 - In all cases, Sarah will advise the Senator when the reporter has been contacted
- If you receive a **phone call** from reporter:
 - *Thank you for your call. I don't have the information you need, but I want to make sure the University gets back to you quickly. All media inquiries are handled by our Media Relations team to ensure we provide accurate, timely information to reporters. You can reach Sarah McGinnis, Senior Director, Communications Services (Office of External Relations) by email at smcginni@ucalgary.ca*
- If you are speaking **face-to-face** with a reporter:
 - *You ask a good question but I don't have the information you need. All media inquiries are handled by our Media Relations team to ensure we provide accurate, timely information. You can contact Sarah McGinnis, Senior Director, Communications Services (Office of External Relations) by email at smcginnis@ucalgary.ca .*
- If you receive an **email** from a reporter:
 - Do not respond to the email. Forward it to Sarah McGinnis at smcginni@ucalgary.ca
- If a reporter direct-messages you via **social media** do not respond to the message, email it to Sarah McGinnis at smcginni@ucalgary.ca
- In all cases, we will quickly connect with the reporter to understand:
 - Their angle, what they need and their deadline
 - How to collect the information
 - The appropriate spokesperson – if this is the Board Chair, we will consult with them
 - How best to respond
 - If the reporter's call and subsequent article will require a broader communications response