

Policy Name: Today@Carleton

Originating/Responsible Department: University Communications

Approval Authority: Senior Management Committee

Last Updated: May 2015

Mandatory Revision Date: May 2020

Contact: Director, Communications

Policy:

The Department of University Communications is responsible for collecting, editing and posting news and announcements for Today@Carleton (TAC).

The Department is responsible for ensuring that information posted on TAC meets stated objectives with respect to consistency of message, accuracy and appropriateness of information, tone, and timeliness. Information will be posted on TAC at the discretion of the Department of University Communications. The Department reserves the right to edit copy from contributors to conform to Canadian Press style and the medium's requirements.

TAC's main objective is to share news and announcements affecting the entire University community and to celebrate and promote the activities and accomplishments of the University community. TAC is not the University's primary medium to promote events, such as lectures and seminars. (For this purpose, the Department of University Communications has created a free, online Events Calendar, [Events@CU](http://events.carleton.ca) (<http://events.carleton.ca>) to accommodate the increased number of lectures, seminars, departmental or other events that may be of interest to the Carleton community.) However, TAC includes a link to the university's events calendar for additional information.

Purpose:

The purpose of this policy is to outline procedures, content and responsibilities for TAC

Definitions:

For the purpose of this statement, TAC will be defined as a daily email bulletin circulated Monday to Friday, from September to June. In July, the publication reverts to twice weekly for the month, and returns to its daily schedule in August. The bulletin is circulated to approximately 2,100 people, comprised of current Carleton faculty, staff and off-campus subscribers.

Procedures:

Subscription

Those interested in receiving TAC can subscribe online at: <http://newsroom.carleton.ca/resources-and-publications/todaycarleton-subscription-submission-form/>. Upon subscription, users can specify a

preferred format for receiving the email: HTML or text-based. To unsubscribe, users can follow the link found at the bottom of any TAC email bulletin.

Submissions to TAC

To submit items for publication in TAC, users should go to: <http://newsroom.carleton.ca/resources-and-publications/todaycarleton-subscription-submission-form> and complete the online submission form. Items for submission should be no longer than 200 words in length. The Department of University Communications reserves the right to edit any copy submitted for TAC.

Deadlines for Submission

The deadline for submission for TAC is noon the business day prior to the desired day for publication, although TAC's capacity may be reached at any time, in which case any leftover items will be included on the next possible day. It is therefore recommended to send items at least one or two days prior to publication.

Repetition

Users may request an item be repeated twice a week for a desired length of time. Items will be repeated at the discretion of the editor. Requests for repetition will be evaluated on an individual basis.

Content:

For the purposes of this statement, "news" is defined as:

- General news regarding faculty, staff or departments, including kudos for awards, new Websites, services, initiatives etc.
- Calls for papers, nominations, or submissions for competitions
- Athletics news, including registration for programs, varsity schedules and results
- Notices regarding health and safety, departmental hours of operation, special closures
- Major dates and deadlines affecting entire student body, staff or faculty (i.e., submit travel claims, last day to pay fees, register, withdraw from courses etc.)
- New policy announcements (i.e., travel claims, HR policies)
- Events
- Notices regarding select workshops affecting the entire university community, (ie. Human Resources, Healthy Workplace, Educational Development Centre, Banner)

Scope:

This policy applies to all University departments and units.

Contacts:

Director, University Communications; Manager, Public Affairs, Editor, Internal Communications