

Chattahoochee Technical College – Media Relations Policy

Effective: February 1, 2018

Policy Statement: It is the responsibility of **Chattahoochee Technical College’s Department of External Affairs** to initiate and/or respond to media requests and to manage those interactions. These requests can be for scheduling interviews, requesting statements, answers to questions, verification of information, opinion-editorials, media-sponsored blogs, requests for photographs or video, or any other inquiry by a member of the media. When an individual or department is contacted by the media, he/she shall immediately refer the call or e-mail to the Marketing/Public Relations Specialist. The Executive Director of External Affairs, Director of Marketing, and other appropriate faculty and staff will determine the best spokesperson(s) for each individual media request.

Policy Descriptor:

This policy applies to Chattahoochee Technical College’s relationship with all news media, including all print, online and broadcast media. It also applies to all Chattahoochee Technical College departments, faculty members and staff.

Individuals who are presenting at or attending meetings or conferences off-site and are approached by media are permitted to respond, if they deem it appropriate. All comments made to writers and reporters should be made with the expectation that they will be interpreted as the position of Chattahoochee Technical College; therefore, it is important not to offer comments that could be controversial, defamatory, or litigious in nature when representing the College. It is the responsibility of the individual to immediately notify the Marketing/Public Relations Specialist of all media interactions and to provide the name of the reporter or writer and the media outlet they represent.

Under no circumstances should information pertaining to a case that is in litigation be discussed publicly without prior approval. Furthermore, no individual should promise any media representative that any other individual will participate in an interview.

Interviews should be conducted in person or over the phone with a designated staff member of the Chattahoochee Technical College Department of External Affairs in attendance. He or she will prepare the interviewee, provide support, and make note of any points of clarification for the media representative. In the course of conducting interviews or procuring video/photographic footage, members of the media will need access to a campus, facility, office or classroom. On-site media representatives should be accompanied by the Marketing/Public Relations Specialist or an employee designated by External Affairs. Any faculty or staff member seeing an unescorted member of the media should immediately notify External Affairs.

Promoting the College:

An individual or department that seeks to publicize a program, event, student, alumni, or achievement should contact the Marketing/Public Relations Specialist. The office has access to numerous media contacts and will work with individuals to coordinate publicity on all appropriate newsworthy issues. Publicity strategies and tactics are decided upon and implemented at the discretion of External Affairs so as to adhere to best practices within the industry.

All press releases and statements to the news media that mention Chattahoochee Technical College or its employees, students, or alumni shall be routed through and disseminated by the Chattahoochee Technical College Department of External Affairs. Any document for dissemination is subject to editing to meet *Associated Press Style* or other guidelines for publication. It is the responsibility of each department head to implement procedures to comply with this policy.

This policy also refers to student written materials that are produced for a class, program, or club. Any such publication, video, audio recording, or document should be coordinated for possible dissemination through External Affairs and the Marketing/Public Relations Specialist.

The exception to this policy is Chattahoochee Technical College Athletics, which will issue its own statements and releases in regard to game or event scores and results, recruitment, scheduling and other team activities.

Faculty or staff participating in the activities of an agency or organization that will mention Chattahoochee Technical College in press materials should notify the Department of External Affairs so that staff is aware of the possible coverage and can monitor the media appropriately. Any request for a statement by such an organization should be treated as a media interview or statement request and subject to the same policies of approval.

Requests for publicity through press releases, media alerts and invitations to the media should be routed in advance through The Chattahoochee Technical College Support Site.

Press Releases will be kept on the Chattahoochee Technical College website for two years, after which they will be kept in an archive folder in External Affairs.

Approving/Recommending Entity and Approval Date:

CTCC	Legislative, Resource Development and External Affairs	08.10.2012
Leadership Team		N/A
CAM Steering Committee		N/A
Executive Council		09.10.2012
Board of Directors		N/A
College President		N/A
Other		N/A