



Administrative Policy

Policy Title:	<b>Media Relations</b>
Policy Number:	2101
Date Adopted:	2/15/2012
Version:	4.0
Review Cycle:	Annual
Date Last Reviewed:	10/10/2018
Office Responsible:	Community Relations
Reviewing Committee:	Leadership Team
Related Policies:	Critical Team, Expressive Activities and Demonstrations
Related Laws:	

### **Policy Summary: Media Relations**

The purpose of this policy is to ensure that Jackson College manages its media and public relations successfully, including showcasing the College's strengths and successes, protecting its reputation and ensuring that Jackson College speaks with a consistent and appropriate voice on all matters pertaining to its operations and values.

### **Scope**

This policy applies to all Jackson College board members, employees, and agents acting on behalf of the College.

### **Policy Statement:**

The President of Jackson College has designated the Vice President of Administration and Human Resources (VP) to serve as the official College contact for members of the media. Depending on the specific circumstances, the President or the Vice President may designate another employee to serve as the official spokesperson for the College.

**Media Inquiries to Employees:** Employees who receive media requests or inquiries during the scope of their employment, or regarding an issue related to the employee's official duties, must refer the request or inquiry to the Vice President at extension 8403. Employees are not authorized to respond to media inquiries or to discuss these matters with media representative(s), unless expressly authorized to do so by the President or Vice President.

**Exception:** Members of the faculty and/or staff may respond to requests from the media regarding areas of subject matter expertise that are unrelated to College business. On occasion, faculty may receive calls and inquiries from reporters and other media representatives. As a faculty expert, faculty may be contacted directly by members of

the press for a quote or commentary on a particular subject matter. To ensure that the request is from a legitimate news source and that the College's media/public relations office is aware of all pending articles, employees must contact the Vice President of Administration and Human Resources at extension 8403 to inform them of the contact.

In cases of critical significance to the College, the vice president shall work with other College officials to develop a "position paper" to detail the known facts of the situation and summarize the College's position.

In the event of a crisis or emergency situation, the vice president of administration and human resources shall handle all contacts with the media and will coordinate the information flow from the College's critical incident team (CIT) to the public. In such situations, all campus departments and employees shall refer calls from the media to the human resources and public relations department, extension 8403.

Individual Expression: This policy pertains to employees acting in the scope of their official duties. This policy is not intended to affect the rights and responsibilities of individuals who are acting in their personal capacities outside the scope of their employment. Individuals are free to express personal opinions on matters of public concern, including those related to the College. To ensure that personal opinions are not misrepresented as an official college position, individuals who choose to communicate with the media in their personal capacities must do so on their own time and should clearly identify their opinions as personal.

<b>Date Of Change</b>	<b>Description of Change</b>	<b>Responsible Party</b>
2/15/12	Initial Release	Leadership Council
4/9/14	Edits from VP Administration	VP of Administration
12/10/2015	Update for style guide	D. Schissler
09/24/18	Review	C. Allen