College Policy 1.08

Media Relations

Part 1. Purpose

The purpose of this policy is to ensure that MCTC manages its media relations effectively to showcase the College strengths and successes, protect its reputation and communicate a consistent and appropriate voice in matters pertaining to its operations and values.

Part 2. Media Requests and Contacts

Subpart A. Official Contact
The Chief Communications Officer serves as the official College contact for members of the media. Depending on the specific circumstances, the President or Chief Communications Officer may designate another employee to serve as the official spokesperson.

Subpart B. Media Inquiries to Employees
Employees who receive media requests or inquiries while in the scope of their employment or regarding issues related to the employee's official duties must refer the request or inquiry to the Chief Communications Officer.

Subpart C. Exception: Faculty or Staff Expertise
Members of the faculty and staff may respond to requests from the media regarding subject matter expertise on matters unrelated to College business. In such cases, however, the faculty or staff member should notify the Chief Communications Officer as soon as possible following the media contact.

Part 3. Individual Expression

This policy pertains to employees acting in the scope of their official duties. It 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 such 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.

Date of Adoption: 1/12/2010

Date of Implementation (if different from from adoption date):

Date of Last Review: 12/28/2017

Date and Subject of Revisions: