

Revision Responsibility: Director of Communications

Responsible Executive Officer: President

Source/Reference: None

PURPOSE

To maintain a positive image for Columbia State Community College and maintain good working relationships with media contacts.

Media relations is defined as the College's interactions with editors, reporters and other journalists who represent traditional and non-traditional media outlets including television, radio, newspapers, and magazines (print and online), blogs, etc.

For information on the College's social media policy, refer to [Columbia State Policy 07:23:00](#).

POLICY

- I. The Communications Office is responsible for all official communications serviced by Columbia State Community College to the media.
- II. The President, or his/her designee, is the only other person who can speak for Columbia State.
- III. Columbia State employees should not contact the media to secure press coverage without approval from the Director of Communications.

PROCEDURES

- I. All calls or inquiries by the media should be forwarded to the Communications Office.
- II. Requests for media coverage should be submitted to the Communications Office via the department's project request software. The Communications Office will review all requests and determine whether they should be submitted for media coverage.
- III. If you become aware of newsworthy events or activities that may be developing in your area, promptly inform the Communications Office.

Revised: January 1989; November 12, 2001 (policy revised and renumbered using new policy format; formerly policy no. 07-03); December 21, 2011 (new policy format and updated titles); revised January 2019; updated, reviewed/accepted by Cabinet, approved/signed by the President, September 2022.