

**PALO ALTO COLLEGE
COLLEGE PROCEDURE**

Procedure Number: A 3.0
Procedure Title: Media Inquiries, Advertisements and News Releases
Relevant Board Policy: N/A
Originating Unit: Public Relations Office
Maintenance Unit: Vice President of College Services

I. Purpose: This procedure establishes guidelines and time lines for inviting media to the College, for responding to all media inquiries, and for sending news releases from the College to the media. The basic rule is that the Office of Public Relations should be informed whenever media will be present on the campus. Authorized personnel may speak to the media after approval from the Office of Public Relations.

II. Procedure Statement:

- A. The College recognizes the constitutional right of all members of the College community to freedom of speech. At the same time, the College recognizes the need for an official liaison to coordinate media coverage regarding College activities, programs and situations.
- B. The President will be the official spokesperson for the College. However, the President may delegate authority to the Director of Public Relations as the official spokesperson. In some cases, the President also may delegate that authority to a member of the administration.
- C. Because of the importance of providing accurate information to the media, College employees who are contacted by the media should do the following:
 - 1. Refer all media inquiries to the Director of Public Relations unless previously authorized to speak to the media about the topic, i.e., if a news release has been issued and the employee is the designated contact on the news release. This is particularly important in the case of an unexpected situation or crisis.
 - 2. After determining the nature of the inquiry, the Director of Public Relations will confer with the President and/or other individuals to develop a response. The President and/or the Director of Public Relations will designate the person who will talk with the media.
 - 3. Because news media operate on tight deadlines, anyone contacted by the media shall place a high priority on the request and respond promptly, accurately and objectively.

D. The Director of Public Relations serves as the liaison with the media. Because of publication deadlines, anyone desiring to advertise or inform the public through the media must follow guidelines established by the Public Relations Department, preferably three weeks in advance of an event. Guidelines are updated in the PAC Public Relations Sharepoint site.

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