
Policy 601: Media Relations

Related Policies

Adopted: 12/17/2019

Amended

I. Introduction

The Board of Directors at Central Penn College wished to provide clear, concise communications when at all possible. To facilitate clear and concise communication, the Board of Directors requires all media inquiries to funnel through the College's Communications Coordinator.

II. Purpose:

This Board Policy codifies the College's current Media Relations practice and procedures located in the Employee Handbook. The College's Media Relations practices and procedures remain in effect, uninterrupted.

III. Definitions

Media: For the College's Media Relations policy, the term media refers to representatives of newspapers, magazines, newsletters, online publications, television, and radio.

IV. Policy

On occasion, members of the media may call the College. Direct ALL media calls to the Communications Coordinator regardless of whom they request to speak to. If a call is directed to a specific faculty or staff member for expert knowledge or opinion, the Communications Coordinator must be informed before granting an interview.

If a reporter or news crew shows up unannounced at any location, please inform the Communications Coordinator at Summerdale or the Center Director at Lancaster.

If a reporter asks a staff or faculty member to comment on a story and you agree to do so, you must not be on school property. Move the interview to a sidewalk or street. School property includes parking lots, buildings, and school grounds, such as the lawn in front of ATEC. Make it clear that you are speaking in an unofficial capacity as a member of the central Pennsylvania community, not as an employee of the College. Employees are accountable for the views and comments they make on camera. All official comments or interviews must be first approved by the Communications Coordinator.



V. Effective Date
Immediately