

Policy Series 3000
Board Policy 3031
Procedure 3031.1

Media Relations

The President's Office is the designated contact point for the news media and is the source of official information about the College. The President's Office includes the Public Information Officer (PIO).

At the direction of the President, the Public Information Officer creates and maintains a proactive media relations program. This includes management of relationships with media professionals, creation and dissemination of original content, and coordination of interviews and photo opportunities with media outlets.

In order to request media coverage for an event, activity, or program, employees must first have permission of the appropriate supervisor(s). Once approved, a request must be submitted via email to the Public Information Officer with adequate lead time. Program leaders must provide all necessary details for their activity or public event. All SC media releases or public bulletins are distributed through the Marketing and Public Information Office (M&PIO).

Employees are encouraged to suggest news and/or photo opportunity ideas to members of the M&PIO team.

Employees contacted by the media

In order to fulfill media requests in a timely and efficient manner, any SC employee, or person acting on behalf of SC, who receives a media request should immediately forward it to the Public Information Officer.

Employees may be asked by the President or designee (often this will be the PIO), on occasion, to speak to media representing their area of expertise. In such instances, it is critical that employees coordinate responses or interviews with the PIO.

Athletic coaches are responsible for proactively maintaining working relationships with sports reporters, where applicable. Coaches should report relevant results, scores, and stats, in a timely manner. Coaches must not speak on behalf of the President or College on other topics.

Adoption Date: Feb. 1, 2023

Review Dates

Revision Dates