

Baltimore City Community College



Changing Lives...Building Communities

POLICY NO: 8001

Title of Policy: College's Media Spokespersons

Applies to (check all that apply):

Faculty Staff Students College

Division/Department Office of Public Relations

Topic/Issue:

Designation of College's Media Spokespersons

Background to Issue/Rationale for Policy or Procedure:

(For procedures, cite appropriate approved College Policy addressed)

- It is the objective of Baltimore City Community College to maintain effective communications with the media, to convey the College's mission and ensure accurate information is provided to the public regarding activities and events, achievements, incidents and issues of a controversial and/or sensitive nature.
- It is the objective of the College to ensure a coordinated, consistent and accurate response to news media without prohibiting members of the Faculty and Staff from responding freely to media requests regarding matters such as research, scholarship, teaching or professional expertise.

State/Federal Regulatory Requirements (cite if applicable):

Policy Language:

It is the policy of Baltimore City Community College that the Executive Director of Public Relations and the Director of Marketing and Public Relations serve as the official college spokespersons to news media. In that role, they shall express the official college position on issues of college-wide significance or that may be of a controversial or sensitive nature. Inquiries from the news media should initially be referred to either of these officials, who, in turn, will inform the Office of the President. When appropriate, the

President shall address media directly or may delegate another college administrator to serve as spokesperson on a specific topic or issue.

Implementation Date: February 26, 2008

Originator/Division: Office of Communications and Research

Approved by the Board of Trustees: February 26, 2008