

**Category**

**8-02 News Media Relations**

**Approval**

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Revised: 2/13/19

Responsible Party: Executive Director, Marketing and Community Outreach

**Policy Statement**

College staff members shall work with news media representatives to help assure a flow of information to the community. Such information is helpful to the College in achieving the objectives of public education and is sensitive to the needs and rights of citizens to obtain information about the operation of public agencies. Staff members must also consider the privacy rights of individuals and legitimate confidentiality requirements upon the College.

**Implemental Procedures:**

1. College Liaison. Marketing shall serve as a liaison with news media and shall provide assistance to college personnel in working with news media.
  - a. Marketing staff members shall maintain continuing contacts with local news media. They shall develop news and feature material for the news media, being guided by the informational needs of the community and of the total College.
  - b. College staff members are encouraged to inform Marketing of educational projects and activities that might be of interest to the total community.
  - c. College staff members who are working with news media outside the Wichita area on items concerning the College should inform Marketing.
  - d. Marketing shall provide media lists and suggestions to assist college staff members who wish to contact news media directly.
2. News Releases. Colleges, divisions, federally supported programs, or other elements of the College shall send an advance copy of a news release or public service announcement to Marketing prior to distributing these items to the news media.
3. College Relations. Marketing shall be responsible for working with news media regarding programs and activities.
  - a. Marketing shall be responsible for response to inquiries from news media personnel regarding activities.
  - b. Marketing shall be responsible for initiating requests for news coverage that will help keep the community informed of significant educational activities. College staff members may be designated by to help secure such news coverage. Staff members should contact the Program Administrator and Marketing initiating direct contact with news media.
  - c. Marketing staff shall cooperate in working with news media personnel.

4. Emergency Crisis Situations. The following guidelines shall apply to emergency crisis situations at a school building with regard to news media relations.
- a. Marketing shall have the charge of statements from the College during times of crisis. The Program Administrator's first and primary responsibility shall be to deal with the crisis situation and to act to ensure the safety and security of students and staff in the building.
  - b. At the beginning of the year, Program Administrators should inform staff members as to their responsibilities and recommended courses of action in the event of a crisis situation.
  - c. During a period of crisis, a Program Administrator should call upon staff to assist in communications efforts.

5. Compliance with FERPA. Release or disclosure of information contained in student educational records must be done in compliance with the Family Educational Rights and Privacy Act (FERPA), 20 U.S.C. § 1232g, as amended, and its interpretive regulations, 34 C.F.R. § 99.1, et seq. (See P5501 – Privacy of Student Records and the College guidelines for FERPA.)

6. Protection of Students. News media representatives shall be discouraged from publicly presenting names or identifiable pictures of students when such public identification unreasonably invades the students' privacy or tends to unfairly and unfavorably subject the students to embarrassment or public scorn. Before disclosing directory information such as student names and pictures, College employees must ascertain whether the parents and/or eligible students (18 years or older) have filed an objection to the disclosure of directory information with the College.

7. Consent. The College may request that news media representatives provide parents and/or eligible students (18 years or older) with the opportunity to consent, in writing, to the release of student information necessary for the College to substantively respond to news media inquiries.