

# GCCC Policy Add Template

**Category:** Personnel

**Division:**

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**Policy Title:** Employee Involvement with the Media

**Policy Statement:** In order that unified, accurate information can be shared with the public, the director of Public Relations is the only person authorized to speak on behalf of the college to external media outlets. Exceptions are the President of the college and certain senior administrators. This policy is in no way an attempt to violate college employee's rights to free speech, assemblage, or press. However, if an individual employee chooses to speak with media groups, the individual should make it clear that they are speaking on their own behalf and do not speak for the college. The employee should understand, that the college may not be able to support their individual views. Under no circumstances will employees be subject to, or suffer from, any form of retaliation for comments made to the media regarding matters of PUBLIC INTEREST to the college.

**Procedures: Employee Involvement with the Media** In order that unified, accurate information can be shared with the public, the director of Public Relations is the only person authorized to speak on behalf of the college to external media outlets. Exceptions are the President of the college and certain senior administrators. This policy is in no way an attempt to violate college employee's rights to free speech, assemblage, or press. However, if an individual employee chooses to speak with media groups, the individual should make it clear that they are speaking on their own behalf and do not speak for the college. The employee should understand, that the college may not be able to support their individual views. Under no circumstances will employees be subject to, or suffer from, any form of retaliation for comments made to the media regarding matters of PUBLIC INTEREST to the college. **Catastrophic Events** In the event of a catastrophic occurrence (fire, natural disaster, active shooting, etc.) the Public Relations Director will serve as the official liaison for the college with all media outlets. The PR Director will be responsible for working with the President, Cabinet, Council and all other affected constituents to create a unified, evidence-based, OFFICIAL message for the public. If individual employees are contacted by media members, they are strongly encouraged to refer reporters and external requestors to the public relations director. **Internal information** Regarding internal matters, employees must exercise their best judgment when contacted by external media. Employees speaking to external media sources will be speaking as individuals and not on behalf of the college. This must be made clear to the external source. The college will not be bound by any statement made by an individual employee, and may publicly disagree and/or contradict any statement made by an individual employee to the external media source. **Promotion of programs** Relative to promotion of programs, all work, with the exception of athletics, should be coordinated through the Public Relations Office. Special interest stories, pictures, promotional materials, etc. will be reviewed by the office for accuracy and clarity of message. Individual program, club, or group sponsors and leaders are encouraged to take part in the creation of content for promotional materials by coordinating with the Public Relations department. **Employees as individuals** Should a member of the media make contact with any individual employee,

the employee has the right to respond. Whenever possible, employees should coordinate with the public relations officer to avoid conflicting or confusing information. Exceptions Any employee, at any level, who discloses protected information to media sources will be subject to disciplinary action up to and including termination. Protected information includes FERPA, HIPPA, GCCC proprietary information, or copyrights owned by other college employees or the college.

**Contacts:** Director of Public Relations, Vice President of Administrative Services

**Approved Date:** 3/13/2019

**Policy History:** [Click here to enter text.](#)

**Keywords:** Media, promotions, Public Relations

**Related Form:** [Click here to enter text.](#)