



GLENDALE COMMUNITY COLLEGE



MEDIA RELATIONS

Our media-relations experts write press releases, press alerts and prepare press kits. We also connect media with our faculty and staff and advise departments and programs on how to make good use of media resources. We will help you publicize your events as well. We have established guidelines that will describe GCC's position with respect to interacting with members of the press.

COMMUNICATING WITH MEDIA

One Maricopa Marketing (OMM) coordinates the official "voice" for the colleges and is responsible for managing media contacts, including releasing news items about GCC to the media. In addition, they maintain a database of media contacts and monitor news about the college. When a good article runs, they help make sure it is seen by the MCCC community. It is very important for employees to involve OMM personnel in all college-related communications with representatives of the news media, both to receive assistance in preparing for interviews and to ensure accuracy and consistency in public statements.

OMM Director of Communications is responsible for notifying media of events and coordinating media interviews. OMM promotes the College through press releases regarding special accomplishments, events and activities, programs and plans.

Since positive media solicitation is an integral element of the College's communications program, any ideas for articles or pieces that would positively portray the College, its work or its community should also be directed to the OMM Director of Communication. In a similar manner, OMM should be notified about negative occurrences that are likely to rise to the level of a news story.

All members of the press should contact the OMM Director of Communication prior to arrival on campus or at any off-campus location. Campus interviews, photography and videography must be arranged through OMM. While on campus, all members of the press are required to wear press badges that can easily be seen.

Photographs, audio and video may be taken on the College campus in consultation with the OMM Director of Communication. To take photographs, shoot video footage, record audio and/or conduct any interview inside College facilities, members of the press must be accompanied by the College representative designated by the Director.



The College must obtain authorization from those whose photographs are taken with the intent to publicize the institution. Their consent allows the College to incorporate these photographs in situations appropriate to the image of an academic institution, including release to members of the press. Submit a standard [Release form](#).

Guidelines for communicating with the media when the issue is non-controversial and should be limited to the faculty/staff member's area of expertise

Obtain the name of the person calling, the media organization and, if available, the anticipated time of the release of information in print or broadcast. All contacts from the media should be returned as soon as possible, in deference to reporters' deadlines.

Make sure you understand each question from the media before answering. If you cannot answer the question, or are uncomfortable providing a response, take the reporter's number and advise him/her that someone who can provide the information will contact him/her as soon as possible. Please, follow-up by contacting the OMM Director of Communication.

Do not offer speculations or gossip. Do not answer a reporter's question with "no comment." Do not be condescending or underestimate the reporter's intelligence, but make sure the reporter understands your responses. Provide your phone number and/or e-mail address for follow-up questions.

Remember that in responding to the media, you can be seen as representing and speaking for the college. Personal opinions should be clearly and carefully identified as such.

Issues that should not be discussed with reporters are 1) legal issues, 2) personnel issues, 3) questions that involve college integrity, such as ethics or issues that may result in harm to others, or 4) a campus crisis or emergency. Refer all such inquiries to the OMM Director of Communication.

Any media inquiries that involve information about specific students should be directed to the office of the Vice President of Student Affairs. Such inquiries will be handled in strict compliance with the Family Educational Rights and Privacy Act (FERPA.) This federal law protects the confidentiality of a student's education record. Information that may be given includes information found in a directory: the student's full name, local address and phone number, dates of attendance and degrees, honors and certificates received, class level (e.g.. freshman), and academic major(s). Grades may only be provided to the media if a student wishes to release the information in connection with an award or scholarship.

Any media inquiries regarding GCC faculty should be referred to the Vice President of Academic Affairs. Only public information may be provided without the employee's written approval. Public information is the following: verification of employment, the name of job title/position, full or part-time status, the name of the department, department address and phone number, employment starting date, salary/grade, rank.

Employees are strongly encouraged to wear their GCC nametag for television interviews and all employees are requested to mention "Glendale Community College" at least three times during all interviews.



For all events, please notify OMM so that the event may be successfully marketed at least 30 days in advance of the event. Provide OMM with art (photos) and copy (content) prior to sharing with any media sources.

Employees are encouraged to follow-up with media sources with thank you notes, emails, and/or texts. Please provide the Director of Public Relations and Director of Marketing with copy and art for the college's web page and social media outlets.

Submitting Media Report

If you have a media contact you need to discuss, or wish to share details of upcoming events, or positive news stories about the College, please contact the OMM Director of Communication.

GUIDELINES FOR INTERVIEWS

These guidelines were established to describe GCC position with respect to interacting with members of the press. For the purpose of these guidelines, "members of the press" shall refer to representatives of newspapers, magazines, newsletters, online publications (such as news blogs), television stations and programs, and radio stations and programs. Effective communication with the media are critical to GCC's ability to carry out its mission and promote continued public support for the college. Effective media relations best serve the college by:

- Informing the public of what we can do for them
- Promoting the College's achievements, activities and events of significance
- Expanding the general visibility of the college
- Ensuring that accurate information is conveyed to the public regarding incidents and issues of a controversial and/or sensitive nature.

Guidelines

OMM Director of Communication serves as the official college spokesperson and conveys the official College position on issues of general college-wide impact, or significance, or situations that are of a particularly controversial or sensitive nature. Inquiries from the media about such issues should be referred to the OMM Director of Communication. Depending on the specific circumstances, the president or the OMM Director of Communication may designate another College employee to serve as spokesperson on a particular issue.

In the event of a crisis or emergency situation, the OMM Director of Communications will handle all contacts with the media, and will coordinate the information flow from the College to the public. In such situations, all college departments should refer calls from the media to the OMM Director of Communication.



NEWS COVERAGE

Get news coverage for your program

- **Let us know 6 – 8 weeks in advance about your event or activity.** The sooner we know, the more coverage we can get in more places and the more time we can devote to talking it up.
- **Give us the details.** Before we can promote your event/story we need the set-in-stone time, date and place of your event and a brief description.
- **Photos are key.** Send us publicity photos as .jpgs or TIFF files or let us know about photo opportunities.
- **People are essential.** The media will want to talk to students, community members or business leaders. Please help us get the phone numbers and/or email addresses of key people ready to tell the story or provide a quote.

How you can help?

- **Give Public Relations a heads up** when a reporter contacts you directly. We'll add the reporter's name to our list and watch for the story.
- **Share your contacts:** distribution lists, email newsletters, blogs, websites, journals and specialty publications that are widely read in your area.
- **Let us know** if you've been asked to appear on radio, webcast or TV or will be giving a lecture, reading, or performance. We'll help get the word out.
- **Email or call with your news.** We would rather have too much than too little information and don't want to miss out on opportunities.

NEWSWORTHINESS

Want more ink? Consider these ideas:

- **Share your expertise** on blogs, Wikipedia, listservs and email newsletters.
- **Write a guest editorial.** Get the facts and your point of view in print.
- **Create word of mouth.** Plan an activity or event or try something new that will get others talking about your program.
- **Look for opportunities.** Contribute to a newspaper's regular feature such as "My first Job" or "My Dream Job" or participate in an existing newsworthy event.

What is newsworthy? Think:

- **New:** a new program, event or activity
- **Big:** lots of people, money or impact
- **Unusual:** the oldest, youngest, first, last, only one of its kind
- **People:** a personal, unique, emotional story.
- **Buzz:** what people are talking about, the first thing you tell your friends and family about your day at the College



MEDIA POLICY & INFORMATION DISTRIBUTION

MEDIA POLICY

To provide the media with accurate and timely information on college programs, services, activities and personnel, please observe the following:

No employee should release information to the media without first contacting The Office of Strategy, Planning and Accountability (SPA); someone is on call 24 hours a day to handle media.

GCC's SPA department serves as the college's Public Information Officer (PIO). The PIO assists the news media in obtaining timely information concerning GCC; facilitates media access to college faculty, staff, students and facilities; and assists college officials and staff in dealing effectively with the news media. The PIO has the responsibility for coordinating all media inquiries and responses for GCC, including coordinating the efforts of departmental public information/marketing staffs.

In cases of emergency, the college's PIO is the official PIO for the college and is responsible for the clearance and dissemination of any and all information to the news media.

Employees must notify their supervisor, department director and SPA by phone when contacted by the media. Together, they will determine the best person to be interviewed and craft a response strategy.

Employees are not obligated to talk to or be interviewed by reporters. Employees should refer all reporters requesting interviews or additional information to the college PIO.

It is the responsibility of the college departments to notify the SPA department on all incidents, accidents or events that might negatively affect the college. The PIO should be contacted immediately on all accidents, events or any other type of incident which could reasonably be expected to prompt a media inquiry or require a media response. These include incidents that may negatively affect college services, impact students, staff or faculty or potentially damage the reputation/image of the college. This notification should be made as soon as the affected department/person learns of the incident or within the first hour of occurrence so the PIO can effectively manage the preparation and release of information in a coordinated fashion.

Disciplinary action taken against employees should NEVER be discussed with the media other than to confirm that an employee has been terminated, suspended (with or without pay) or received a written or verbal reprimand. However, public records law does apply.

SPA must approve all news releases before they are distributed to the media or the public. News releases written by departments must be emailed to SPA before being sent to the media.

All public records requests received from the media must be referred to the District legal department.

DISTRIBUTION OF INFORMATIONAL OR PROMOTIONAL ITEMS

Distribute a copy of all publications to the switchboard operator, Admissions & Records office, Campus Safety, Student Life and The Office of Strategy, Planning and Accountability. By doing so, employees in these service areas will be aware of the information you are disseminating and can respond intelligently to questions from the public.



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