

Policies and Regulations

NEPN Code: KDD-R/STI

School/Community/Home Relations

Media Relations

Positive relationships with the media are developed and maintained by providing accurate and helpful information to reporters in a timely manner. To insure that information provided to the media is accurate, comprehensive, and complete, and to insure that reporters have appropriate access to the best sources of information, a protocol for providing information to the media has been established.

Southeast Technical College employees shall not release information which is private or confidential as identified by law and Board policy or administrative regulation.

Spokespersons

The President serves as the primary spokesperson for Southeast Tech on all matters of interest. The President may delegate administrators to serve as primary spokespersons for their areas of responsibility. During emergency situations, the President will designate one spokesperson and a central location for information as it becomes available to be disseminated to media.

Administrative Responsibility

All administrators shall inform the President or designee whenever they or anyone in their department is contacted by the media.

Employee Responsibility

Southeast Tech employees are encouraged to cooperate with media representatives.

When a Southeast Tech employee is contacted by a representative of the media for a comment or interview on a subject related to the employee's area of expertise, the employee shall respond in a manner that is accurate and factual. If the employee is not able to respond accurately or the inquiry does not relate to the employee's area of responsibility, the employee shall refer the inquiry to the appropriate administrator.

In all cases, the employee shall:

- Attempt to inform his or her supervisor of the media request prior to releasing information. In the event it is not possible to reach the supervisor before release of information and to accommodate the media in a timely manner, the employee shall notify the supervisor immediately following the media contact.
- Make it clear that he/she is expressing a personal viewpoint unless the employee has been designated to speak on behalf of Southeast Tech.

Nothing in this regulation is intended as a restraint on the expression of personal opinion by any employee of Southeast Tech.

Media access to Southeast Tech

The media will have access to all Southeast Tech events to which the public has been invited. Approval from administration is not required to interview, film, or photograph staff or students at public events such as contests, special events and graduation ceremonies.

When members of the media arrive on campus to cover events other than public events, they must have the approval of the President or designee before interviewing, filming, or photographing staff or students. Group shots that do not identify individual students by name—either still photos or video—may be taken on campus grounds with administrative approval.

Before individuals are interviewed, taped, or photographed, a signed form giving consent for use of the image in video, print, or broadcast will be kept on file at Southeast Tech. Parents of students under the age of 18 have the right to request that their child not be interviewed or photographed individually for video, print, or broadcast.

Southeast Tech has the right to monitor and limit access to its facilities, as well as the property that is owned and operated by Southeast Tech. In some instances, it may be appropriate to decline to accommodate a media request for access to Southeast Tech or Southeast Tech personnel. In making a decision to grant or deny access, the highest priority will be given to maintaining an environment conducive to student learning and protecting student and staff rights to privacy.

Regulation		Board Action
Approved:	06-11-07	34749
Reviewed:	06-28-10	35747
Reviewed:	08-05-15	ST00058