

Treasure Valley Community College

Code: KBB
Adopted: 10/20/98
Readopted: 10/14/09; 2/15/11; 3/20/12;
3/16/21
Orig. Code: 404-1

Public Information

News Media

In general, the public information officer (PIO) in the College & Public Relations Office makes contact with the news media on newsworthy items and acts as a liaison between news media and college staff.

The PIO is the Associate Vice President of College & Public Relations or his/her designee. The PIO is responsible for providing background and connecting news media to the best possible sources of information while making best use of staff time. The centralized role of the PIO in relation to news media also enables the college to coordinate news releases, news conferences, and other publicity activities to avoid conflicts.

1. Responding to News Media Inquiries

Personalized help in working effectively with news media is available from the College & Public Relations Office. General guidelines include:

- a. If you are called directly by a reporter, please be cooperative. You may answer questions within your area of expertise, or you can immediately refer the reporter to College & Public Relations to identify the best source for that information;
- b. If you speak with a reporter, please alert the college PIO of the date and nature of the call;
- c. When speaking with a reporter, it is important never to guess--if you don't know the answer, say so, and get back to the reporter with the information or refer the reporter to the PIO;
- d. All media requests for information about the general administration of the college including budget, contract negotiations, policies, and board actions, should be referred to the PIO. Staff should also refer queries to the PIO if they deal with subjects for which responsibility is shared among administrative or academic departments. Faculty are not obligated to refer media requests to the PIO and may state their opinion is that of the speaker and does not necessarily represent the official policy or opinion of the College.

2. Initiating News Coverage or Publicity

The College & Public Relations Office serves as the primary initiator of external media coverage, though the college community may contact the office any time with suggestions and requests. To best coordinate our public messages, the College & Public Relations Office will approve which stories will be sent, when they are sent, and to whom. Some stories may be sent to external news sources, while others may be developed as features to be used within internal, "TVCC-owned" media such as on the college website, or in digital or printed publications, at the College & Public Relations Office's discretion.

Advertising

To ensure that public messages work in concert to enhance the college's marketing efforts and reputation, all materials for mass external consumption, (i.e., all except materials used in classrooms or offices) must be created by or approved by the Associate Vice President of College & Public Relations. In addition, the College & Public Relations Office is responsible for coordinating any paid advertising by the college, excluding public notices and job openings.

Advertising for general college image-building and public information is approved, prioritized, and placed by the Associate Vice President of College & Public Relations. The College & Public Relations Office will also provide oversight of design and messaging.

Advertising for individual divisions and programs is also placed by College & Public Relations at the request of a Vice President. The cost of running these ads may be billed to the requesting division.

Excluded Areas

Advertisements for staff positions, legal notices, etc., that are placed by the President's Office, Academic Affairs, Business Office, or Human Resources.

This policy does not apply to in-house materials; personal correspondence mailed to individuals or groups; student activities materials; Admissions correspondence and materials or printing for athletic programs.

END OF POLICY

Legal Reference(s):

[ORS Chapter 192](#)

[OAR 137-004-0800\(1\)](#)

Americans with Disabilities Act of 1990, 42 U.S.C. §§ 12101-12213; 29 C.F.R. Part 1630 (2006); 28 C.F.R. Part 35 (2006).
OR. DEP'T OF JUSTICE, OR. ATT'Y GENERAL'S PUBLIC RECORD AND MEETINGS MANUAL.