



## **News Media Relations**

### **1. PURPOSE**

This policy is established to describe the position of Northern Pennsylvania Regional College (“NPRC” or the “College”) for interacting with news media representatives. It establishes guidelines for the receipt and referral of news media inquiries and dissemination of college communications.

### **2. SCOPE AND APPLICABILITY**

This policy is applicable to all permanent and temporary part- and full-time employees, volunteers, members of the Board of Trustees, and any individual or entity acting on behalf of and compensated by the College

### **3. REFERENCES**

- 3.1 CLDR-1110: Policy Review Schedule
- 3.2 NPRC-1020: Right to Know Act
- 3.3 NPRC-3240: Educational Rights and Privacy
- 3.4 FORM-7400-01: Media Intake Form
- 3.5 NPRC-3050: Class Cancellation
- 3.6 TEMP-7400-01: Media Release
- 3.7 NPRC-7405: Model Release
- 3.8 NPRC-2103: Corrective Action
- 3.9 TEMP-7400-02: Crisis Communications Plan

### **4. DEFINITIONS**

- 4.1 News media shall refer to representatives of newspapers, magazines, newsletters, online publications, television, and radio.
- 4.2 Facility/ies and facility property/ies refer to any NPRC Administrative Center(s), NPRC Education and Training Center(s), Instructional Locations, Instructional Sites, Workforce Development Locations, or other physical space utilized by NPRC which may not be directly owned or controlled by the College at which any College activity, educational or otherwise occurs.

- 4.3 Employee shall mean any individual who serves the College in a full-time or part-time capacity as an administrator, staff, or faculty.

## 5. POLICY

- 5.1 As outlined in NPRC-1020: Right to Know Act and NPRC-3240: Educational Rights and Privacy, NPRC complies with all applicable federal and state laws regarding the retention and release of personal and educational records of all current faculty members, employees, and students.
- 5.2 The President or President's designee serves as the official college spokesperson to convey NPRC's position on issues of general college-wide impact or significance and situations that are determined by the President to be of a particularly controversial or sensitive nature.
- 5.3 The President or President's designee may designate another college employee or member of the Board of Trustees to serve as spokesperson for other department-specific appearances or public relation events.
- 5.4 All employees, students, and members of the Board of Trustees have a right to not speak with the media.
- 5.5 Media releases and statements to the news media will be disseminated by the Department of Marketing and Public Relations.
- 5.6 The Department of Marketing and Public Relations will call and hold news conferences on behalf of the institution only at the request of the President.
- 5.7 In the case of an institutional crisis or emergency that otherwise disrupts normal institution operations, an appropriate crisis communication plan will be established by relevant internal constituents as determined by the President which may include the use of TEMP-7400: Crisis Communication Plan as directed by the President.
- 5.8 News media relations regarding weather emergencies or cancellations are resolved through NPRC-3050: Class Cancellation and corresponding processes.
- 5.9 If news media outlets contact an employee or member of the Board of Trustees, no comment should be made, and they shall be referred to the Department of Marketing and Public Relations as soon as practicable before providing any information or responding to questions from the news media.

Marketing and Public Relations

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As practicable, employees fielding news media inquiries should fill out FORM-7400-01: News Media Intake upon receiving the inquiry.

- 5.10 Employees who are interested in seeking external media coverage about a program, event, or other noteworthy issues should first contact the Department of

Marketing and Public Relations. The Department of Marketing and Public Relations will take action deemed appropriate and necessary to generate news media coverage.

- 5.11 NPRC reserves the right to photograph members of the college community including, but not limited to, students and employees in compliance with NPRC-7405: Model Release in situations appropriate to matters being released to the news media.
- 5.12 Failure to comply with this policy may be considered actionable behavior under NPRC-2103: Corrective Action and may result in disciplinary action.

## **6. RESPONSIBILITIES AND TIMELINES**

- 6.1 It is the responsibility of the Department of Marketing and Public Relations to initiate and respond to news media requests and manage those interactions.
- 6.2 It is the responsibility of departments and employees to comply with this policy, while also ensuring that academic freedom, free inquiry, and freedom of expression within the academic community are respected and observed.
- 6.3 The college president is responsible for initiating a communication plan in the case of a crisis or emergency.

## **7. REVIEW STATEMENT**

Review of this policy will occur in alignment with CLDR-1110: Policy Review Schedule.

## **8. SIGNATURES**

*Signature on file*

\_\_\_\_\_  
Chairperson, Board of Trustees      Date

*Signature on file*

\_\_\_\_\_  
President      Date

Revision Notes: Policy in Revision