

**ROGUE COMMUNITY COLLEGE
GENERAL INFORMATION AND
ADMINISTRATIVE PROCEDURES**

Procedure: **PUBLIC/MEDIA RELATIONS AND COLLEGE SPOKESPERSON
(AP-046)**

Contact: Director of Marketing and Recruitment; Ext. 7088

Contact with news media should be coordinated through the director of Marketing and Recruitment. Contact includes responding to inquiries from media, pitching ideas to media, issuing news releases, and releasing records.

Official college spokespersons are the board chair and the college president, who may choose to fulfill or delegate that function as appropriate. The director of Marketing and Recruitment assists in identifying delegate spokespersons.

The director of Marketing and Recruitment is responsible to:

- Inform the official college spokespersons or assist in identifying delegate spokespersons
- Respond to media inquiries for information, interviews, photographs and filming;
- Promote college news, events, expert opinion, and other information;
- Advise staff seeking publicity;
- Advise staff who are contacted by media;
- Ensure compliance with public records law, college administrative policies and procedures, and board policy;
- Coordinate crises communications;
- Maintain working relationships with reporters and editors;
- Track news coverage