



Committee Meeting: Policy & Governance Committee	Date: October 11, 2019
Committee Chair: Kathleen Masiello – Members Present Page 2	
New or Edited: New	

**POLICY NAME:** Media Relations Policy

**POLICY TYPE:** Board

**SUBMITTED BY:** Paula Sandy, Executive Director of Marketing and Communications

**ISSUE OR STATEMENT OF PURPOSE:**

SUNY Erie Community College (SUNY Erie, the College) aims to effectively communicate with the public and to convey and support the College's mission and positioning via strategic messaging. In the interest of releasing consistent and accurate institutional information, this policy sets forth authorizes and restricts those individuals, by titles, who may speak for and about the College with the news media.

**NEW OR EDITED POLICY:** New

As a public institution, SUNY Erie Community College has a fundamental responsibility to inform the public about its mission, priorities, initiatives and accomplishments and to do so in a manner consistent with its values. In fulfilling this responsibility, the College is committed to accuracy and timeliness in the dissemination of information about its programs and activities through the news media and other mainstream communication channels. Additionally, the College recognizes that its reputation is an institutional asset worthy of continuous development and safeguarding.

By designating who is authorized to speak for the College and outlining the process by which others may be authorized to speak about College programs and initiatives, the College strives to ensure accuracy, consistency and coordination of communication among all units of the College.

Spokespersons

The spokesperson for the SUNY Erie Board of Trustees is the board Chair and/or his/her designee.

The spokespersons for the College are the President of the College and, via authority given by the President, the Executive Director of Marketing and Communications.

The President may designate other spokespersons as situations warrant.

In the College's regular efforts to convey its mission, priorities and messages to the public, the College Officers and members of the Marketing and Communications (MARCOM) may be granted authority to serve as



**POLICY NAME:** Media Relations Policy - **Continued**

spokespeople. This authority is situational and limited and must be specifically granted by the Executive Director of Marketing and Communications, or the President, or the Chair of the Board of Trustees.

In keeping with the Faculty, Staff & Student Participation in Institutional Governance Policy, leaders of the Faculty Senate, Support Staff Planning Council, and Student Government serve as spokespeople for their respective constituencies; they do not speak for the College. The FFECC, CSEA, AAEECC, ASC and Erie Community College Foundation do not speak for the College but may speak for their respective organizations. In granting media interviews, each of these individuals should identify the entity which they are representing.

Speaking about the College or from One's Area of Expertise

Employees of the College may speak to the news media about their area(s) of responsibility (e.g. their programs or departments) with prior authorization from MARCOM. Obtaining prior authorization is the responsibility of the College employee, not the news media representative. If authorization is denied, the requestor will be provided with the rationale surrounding the decision.

When the topic is related to an employee's area of professional expertise and is not about the College, and when that commentary would not be perceived by a reasonable person as representing the College's position, employees are not required to obtain authorization prior to granting the interview. For example, a professor of history commenting on voting rights history is not required to have authorization prior to an interview. However, an enrollment management professional commenting on college admissions, even in general, is required to have authorization prior to granting the media interview because a reasonable person would perceive the enrollment management professional as speaking from his/her position at the College.

When speaking publicly on a topic not related to SUNY Erie or their area of responsibility at the College, SUNY Erie employees should not use their SUNY Erie title or highlight their SUNY Erie affiliation. It is understood that news media representatives sometimes ask for or know of an interviewee's place of employment; in such a situation the employee is responsible for indicating that s/he is simply representing him/herself and not the College.

In all cases, the taking or sharing of photos or video of the College to accompany news coverage is to be managed by MARCOM. Employees are to direct news media representatives to MARCOM to discuss imagery.

All employees are encouraged to coordinate with and seek any necessary assistance from MARCOM, and to bring all interviews to the attention of MARCOM in advance or as soon as is practical following the interview.

College employees are reminded that communication via social media may reach news media representatives (depending upon privacy settings, followers, etc.). All aspects of this policy apply to exchanges with news media representatives via social media.



**POLICY NAME:** Media Relations Policy - **Continued**

**APPLICABILITY**

This policy applies to all members of the College community.

This policy is not intended in any way to abridge academic freedom or freedom of expression.

**DEFINITIONS**

**Affiliated Organizations** - the SUNY Erie Community College Foundation, Auxiliary Services Corporation, student clubs and any group that represents SUNY Erie and its affiliated organizations.

**Area of Professional Expertise** - a topic or field in which a person's experience, education, research, etc. has contributed to his/her extensive knowledge and in which that person is employed at SUNY Erie. For example, a teaching faculty member's area of expertise may be nursing.

**Area of Responsibility**- the position or role a person holds at SUNY Erie. For example, an employee's area of responsibility may be SUNY Erie's nursing program.

**College** – SUNY Erie Community College.

**College Community** - includes Erie Community College students, faculty, employees, volunteers, and members of recognized and affiliated SUNY Erie organizations.

**College Officers** - the College's administrative leaders as defined by the College.

**News Media** - mass media organizations that focus on delivering news to the general public or a target public. For the purpose of this policy, the definition includes only organizations not affiliated with the College (i.e. external to the College).

**President** - the College's chief executive officer or an individual appointed to act as such in the President's absence.

**Speaking to the News Media** - to communicate in any way with journalists.

**Spokesperson** - a person who speaks for an organization (e.g. SUNY Erie or the SUNY Erie Board of Trustees) in its entirety.



**POLICY NAME:** Media Relations Policy - **Continued**

**RESPONSIBILITY**

Marketing and Communications Department, SUNY Erie Community College

**DOES IT SUPERCEDE A POLICY/WHICH ONE:** No.

**POLICY & GOVERNANCE COMMITTEE RECOMMENDED ACTION:**

Policy & Governance Committee recommends the Board of Trustees approve this Board policy under Committee Briefings, Policy and Governance Committee.

**POLICY & GOVERNANCE COMMITTEE MEMBERS PRESENT:**

Trustee Kathleen Masiello, Executive Vice President for Administration and Finance Penelope Howard, Employee Relations Manager Daniel Kaufmann, Director of Registrar Paul Lamanna, Dean of Liberal Arts and Sciences Joanne Colmerauer, Dean of Liberal Arts and Sciences Jamie Smith, and Dean of Students Petrina Hill-Cheatom

**DATE OF BOARD APPROVAL:** Anticipated October 31, 2019

**POLICY & GOVERNANCE COMMITTEE TEAM FOLLOW-UP:**

Following Trustee approval, this Board policy will be included in the SUNY Erie Community College Board of Trustees Policy Manual.

**INFORMATION/INPUT CONSIDERED DURING POLICY & GOVERNANCE COMMITTEE DELIBERATIONS:**

Monroe Community College Policy 2.16 Media Relations

The Policy has been reviewed and discussed at the Policy & Governance Committee meeting of October 11, 2019.

**History**

<b>Item:</b>	<b>Date:</b>	<b>Explanation:</b>
Policy adopted	<i>October 31, 2019</i>	
Annual BOT Review/Reaffirmed		
Previously Reviewed and Extended		
Renamed		

**SUNY Erie Cross References**



**POLICY NAME: Media Relations Policy - Continued**

<b>Policy Name or Procedure:</b>	<b>Where to find:</b>
Faculty, Staff & Student Participation in Institutional Governance Policy	<a href="https://myecc.ecc.edu/BOT/Pages/default.aspx">https://myecc.ecc.edu/BOT/Pages/default.aspx</a>
Visual Identity Policy	<a href="https://myecc.ecc.edu/BOT/Pages/default.aspx">https://myecc.ecc.edu/BOT/Pages/default.aspx</a>