

**SOUTHERN WEST VIRGINIA COMMUNITY AND TECHNICAL COLLEGE
COMMUNICATIONS UNIT
SIP-1002**

SUBJECT: Official College Spokesperson and Media Releases

REFERENCE: None

ORIGINATION: March 2014

EFFECTIVE: January 11, 2019

REVIEWED: October 14, 2022

SECTION 1. PURPOSE

- 1.1 This procedure is to define who will serve as the spokesperson for Southern West Virginia Community and Technical College and define how news and information about the College is released to the media and public. The purpose of this procedure is to ensure consistency and accuracy of information which represents the College as an institution of higher education.

SECTION 2. SCOPE AND APPLICABILITY

- 2.1 All constituents of Southern West Virginia Community and Technical College.

SECTION 3. DEFINITIONS

- 3.1 None.

SECTION 4. PROCEDURE

- 4.1 The President and the Director of Communications are the official spokespersons for Southern West Virginia Community and Technical College, and convey the official college position on issues of general college-wide impact or significance or situations that are of a particularly controversial or sensitive nature. Inquiries from the media about such issues should initially be referred to the Director of Communications.
- 4.2 Depending on the specific circumstances, the President may designate another college administrator to serve as a spokesperson on a particular issue.
- 4.3 The Director of Communications is the official representative for all news and information disseminated to the media and public through all types of communication (e.g., media alerts, news releases, public service announcements, incoming and outgoing media calls, and all forms of social media).

SECTION 5. BACKGROUND OR EXCLUSIONS

- 5.1 None.

SECTION 6. GENERAL PROVISIONS

- 6.1 None.

SECTION 7. RESPONSIBILITIES

- 7.1 The College President and the Director of Communications are the official spokespersons for Southern West Virginia Community and Technical College. No person is authorized to act as an official spokesperson for the College, or present themselves as speaking for the College without the prior authorization of the President. No person is authorized to speak “off the record” on behalf of the College to media on any matter pertaining to the College.
- 7.2 In cases of critical significance to the College, the Director of Communications will work with the President and other college officials to draft a statement to detail the known facts of the situation and summarize the College’s position.
- 7.3 In the event of a crisis or emergency situation, the Director of Communications will handle all contacts with the media and will coordinate the information flow from the College to the public. In such situations, all campus departments should refer calls from the media to the Director of Communications.
- 7.4 Since positive media solicitation is an integral element of the College’s communications program, any ideas for articles or pieces that would positively portray the College, its work or its community should be directed to the President and the Director of Communications. Likewise, the President and the Director of Communications should be notified as soon as possible about negative occurrences that are likely to rise to the level of a news story.

SECTION 8. CANCELLATION

- 8.1 None.

SECTION 9. REVIEW STATEMENT

- 9.1 This procedure shall be reviewed on a regular basis with a time frame for review to be determined by the President or the President’s designee. Upon such review, the President or President’s designee may recommend to the Board that the procedure be amended or repealed.

Attachments: None

Distribution: www.southernwv.edu

Revision Notes: May 22, 2014 – Initial Release

August 30, 2018 – Revisions reflect a change in the responsibility of how news and information about the College are released to the media and public. This responsibility falls under the authority of the President, Vice President for Institutional Advancement, or another college administrator designated by the President because they have a broader perspective of the functions of the College and would be able to provide the correct details of events as they transpire.

October 14, 2022 – Revisions reflect changes in job titles and responsibilities.