

**SOUTHERN WEST VIRGINIA COMMUNITY AND TECHNICAL COLLEGE  
BOARD OF GOVERNORS  
SCP-1002**

**SUBJECT:** Official College Spokesperson and Media Releases

**REFERENCE:** None

**ORIGINATION:** March 2014

**EFFECTIVE:** July 17, 2014

**REVIEWED:**

**SECTION 1. PURPOSE**

- 1.1 This policy 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. The purpose of this policy 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. POLICY**

- 4.1 The President and the Public Relations Specialist 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 Public Relations Specialist.
- 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 Media and the Public Relations Specialist, are the official representatives for all news and information disseminated to the media through all types of communication (e.g., media alerts, news releases, public service announcements, incoming and outgoing media calls).

**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 Public Relations Specialist 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.
- 7.2 In cases of critical significance to the College, the Director of Media and/or Public Relations Specialist 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 Media and/or Public Relations Specialist 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 Media and/or the Public Relations Specialist.
- 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 also be directed to the Director of Media and/or Public Relations Specialist. Likewise, the Director of Media and/or Public Relations Specialist 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 policy 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 policy be amended or repealed.

**SECTION 10. SIGNATURES**

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**Board of Governors Chair**                      **Date**

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**President**    **Date**

**Attachments:**        None

**Distribution:**        Board of Governors (12 members)  
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**Revision Notes:**    May 22, 2014 – Initial Release