



Jamestown Community College
Policies and Procedures

Policy Title	Media Relations Policy	Policy Number	108
Section	Human Resources	Approval Date	5/31/2022
Subsection	Employee Expectations/Code of Conduct	Effective Date	5/31/2022
Responsible Office	Marketing & Communications	Review Date	

1.0 Purpose

So as to present SUNY Jamestown Community College in a manner that is accurate and consistent with the college's vision, mission, and values, the below policy and procedures are in effect in the interest of orderly and proactive dissemination and distribution of information released to the media.

2.0 Policy

Organized dissemination of information will come from Marketing & Communications. All external outreach to and from members of the media, including, but not limited to, information inquiries, sponsorships, print, audio, or television interviews/interview requests, and specific on-campus filming opportunities, must be channeled through Marketing & Communications.

3.0 Procedures

3.1 Public Relations Specialists will receive requests from the media and coordinate the proper course of action with the **Communications and Social Media Manager** and **Director of Marketing and Communications**. The specialists will then reach out to the parties most appropriate for follow-up, if not already identified by the inquiry.

3.2 College Spokespeople. The College Spokesperson (**currently the Vice President of Student Affairs**) will provide broad, general information in response to media inquiries. The College Spokesperson will also be the primary source of information with regard to crisis and emergency situations.

Spokespeople commenting on behalf of the college will be identified by Marketing & Communications in consultation with SUNY JCC's senior leadership. Faculty are always free to discuss any topics related to their areas of academic expertise in the news media or on social media; however, only administration designated spokespeople are to speak on behalf of college-wide general JCC related topics or interpret JCC policy.

3.3 Media Inquiries

3.3.1 Marketing & Communications: Inquiries sent to the Public Relations Specialists, either at their personal email or the general Communications email, will be reviewed with the Director of Marketing and Communications and Communications and Social Media Manager. If necessary, members of the President's Cabinet will be made aware of the request and help identify the appropriate source of information. For matters that require more detailed information, interview requests would be directed toward administrators and faculty best equipped to respond.

3.3.2 Employees: Inquiring media members who have contacted JCC employees regarding their area of expertise, please notify Marketing & Communications of who the inquiry came from so that the Marketing & Communications can track, monitor, and share through modes of internal communications as well as social media. If JCC employees are contacted regarding college-wide general JCC-related topics or JCC Policy should be directed to contact Marketing & Communications (Communications@mail.sunyjcc.edu or 716.338.1048) and Marketing & Communications will then provide assistance in identifying an administration approved spokesperson.

Employees interested in seeking publicity for JCC-related topics and programming should coordinate this with Marketing & Communications. This includes all print, audio, and television appearances or interviews. Requests can be submitted at sunyjcc.edu/marketing.

3.4 Media Access to Campus Facilities. Members of the media are permitted to enter public areas of the campuses without permission, but are encouraged to first contact Marketing & Communications so that staff may help facilitate visits to campus. For security and privacy purposes, access to classrooms, offices, and residence halls is strictly prohibited without prior permission from SUNY JCC.

3.5 Filming On Campus. To ensure the privacy of SUNY JCC students, faculty, staff, and guests, all external news media should contact Marketing & Communications, prior to visiting. For any non-news filming and photography requests, refer to the [Videography Guidelines](#).

Employees should not coordinate filming on college property or in college buildings with any media outlet or production studio without the expressed written consent of the Office of Marketing and Communications. Marketing & Communications requires documentation of consent utilizing this [photo/video release form](#) that must be signed off on and maintained by our office.

3.6 Press Conferences. Marketing & Communications is the only on-campus entity granted the authority to call and hold press conferences in conjunction with the President's Cabinet on behalf of Jamestown Community College. Such press conferences typically are held only for major announcements or visits from elected officials. Press conferences are convened as a way to efficiently share important news with the media; the focus at the event will be on meeting the needs of the news media.

Faculty, staff, and students who would like to discuss the protocol for calling a news conference should contact Marketing & Communications.

3.7 Emergency/Crisis Situations. During a crisis or incident that disrupts normal operations, SUNY JCC has procedures in place to communicate with faculty, staff, students, and members of the media and public as needed. The College Spokesperson will also be the primary source of information with regard to crisis and emergency situations and will reference JCC's Emergency Response Plan, Section 10 "Emergency

Notification Protocol” and/or section 11 “Emergency Communications High-Level Emergency/Closing/Cancelling/Delaying Classes” to provide guidance in these situations.

JCC Campus Safety has the authority to communicate emergency information on behalf of SUNY JCC utilizing approved communication channels, i.e. JCC Alert. These channels may include email, text messaging, JCC website, and emergency phone lines. For more information about emergency communications and procedures, go to sunyjcc.edu/emergency.

During a weather emergency or other event that disrupts normal college operations, Marketing & Communications will reach out to members of the media to engage their assistance in notifying the public.

3.8 Areas with Designated Public Relations Specialists. Areas with designated PR Specialists are responsible for area-specific news releases. i.e.

- **Athletics-Related Information** - The **Communications Coordinator of Athletics** is responsible for the Athletic Department’s news releases regarding athletic events and other department news.
- **Workforce Development Information** - The **Project Manager of Marketing for Workforce Development** is responsible for workforce and manufacturing events and news releases.

Marketing & Communications is responsible for any news releases involving college-wide news/announcements, personnel and fiscal matters.

3.9 Freedom of Information Law (FOIL) Requests. SUNY JCC complies with the New York Freedom of Information Law (Article 6 of New York Public Officers Law), and designates the Assistant to the Vice President of Administration as records access officer with the following mailing address and telephone number:

Assistant to the Vice President of Administration
Jamestown Community College
P.O. Box 20
Jamestown, New York 14702-0020
716.338.1023

Reference SUNY JCC’s Privacy Policy for specific procedures related to access to public records.

3.10 Employee Media Usage. Faculty and staff will refrain from posting any identifying information or student work subject to FERPA restrictions. Members of the campus community are encouraged to remember that social media activities are, by definition, visible to others and may be shared in unpredictable ways with unintended audiences. In cases where personal and professional boundaries are blurred, college employees are encouraged to exercise discretion. If employees do publish online regarding JCC-related work or subjects associated with SUNY JCC, it should be made clear that the employee is not speaking on behalf of JCC.

4.0 Definitions

4.1 News release. Written communication sent to members of the media to inform the public.

4.2 Media. Print, online, and visual platforms that share information with the public.

4.3 Social media. A mobile or internet-based third-party application or website that facilitates social interaction and content-sharing among its community of users through building a virtual network. These platforms can include but are not limited to, Instagram, Facebook, Snapchat, Twitter, YouTube, LinkedIn, Tik Tok, Reddit, Pinterest, Tumblr, any blogging sites, etc.

5.0 References

[Marketing & Communications](#)

[Videography Guidelines](#)

[Photo/video Release Form](#)

JCC's Emergency Response Plan - Contact the Office of Campus Safety to receive access

[SUNY JCC Emergency Pages](#)

[New York Freedom of Information Act - Article 6](#)

[FERPA](#)

[SUNY JCC's Privacy Policy](#)