



## **Media Relations Policy**

### **10/11/18**

Dalton State's Office of Marketing and Communications is responsible for developing media relations strategies, the dissemination of news on behalf of the College, and responding to requests from the media. It is important to represent the Dalton State mission and brand in a consistent and accurate manner.

The College recognizes the important role of the news media as a channel of communication with the public and will provide media with timely and accurate information. The OMC is the designated point of contact for news media and is the source for official news about the College. Faculty and staff members who wish to initiate contact with the media or who receive media inquiries should contact the OMC's communications manager before proceeding.

### **News Releases**

All releases – with the limited exception (Athletics and Bandy Center) – should be drafted and released through the OMC. OMC staff members have experience and skills to determine the most effective methods of communicating news about the College as well as the most effective channels in which to share news. These may include - but are not limited to - sharing information with the media, posting to the Dalton State website, posting to Dalton State's social media channels, and/or posting on The Beep Blog.

### **Emergency Response**

In the event of an emergency, OMC will work with Administration and Public Safety to gather and coordinate the distribution of news to the local community. Following initial notifications of emergency, OMC will prepare and release updates as needed. Faculty and staff should not

respond to public inquiries (including social media) or inquiries made by the media during an emergency but should refer all inquiries to OMC for response.

## **Use of College Title or Affiliation**

The OMC is available to consult with faculty and staff on when it is appropriate to use your title and affiliation with the College. Members of faculty and staff should not use their College affiliation when writing a letter to the editor or op-ed piece or in a public forum without the permission of the OMC. It is not appropriate to include your affiliation with Dalton State when expressing personal points of view.

## **Media Access to Dalton State**

Dalton State is first and foremost a place of learning. Members of the media are expected to conduct themselves in a way that does not hinder or disrupt classes or campus activities. Members of the media are required to notify OMC before coming to campus. OMC reserves the right to accompany media working on campus. Our campus is open and public, but classrooms are under the control of faculty members. Requests from news media to enter classes should be referred to OMC, and permission must be granted by the College and faculty member in charge. Students in the class must be informed and given the opportunity to leave if they wish.