

SECTION: Personnel Policies and Procedures / General Personnel Policies and Procedures
SUBJECT: Media Contact
SOURCE REFERENCE: GSCC Internal Policy

NUMBER: F/8.8

Media Contact

Effective relationships with the news media are important to the College and to us as employees. They provide excellent opportunities for sharing the story of the good things happening at Gadsden State Community College and enable us to deal appropriately with difficult issues as they arise. This is a reminder that in the event a Gadsden State Community College employee is contacted by the media, i.e. newspaper, radio, television, etc. in reference to Gadsden State Community College, or any issue related to the College or one's employment, the policies listed below must be followed. This will ensure prompt and accurate responses to all inquiries from the news media.

The President is the only official spokesperson for Gadsden State Community College and may delegate this responsibility. When contacted by a media representative, refer them to Austin Tillison, Director of Public Relations and Marketing, at 256-549-8224 (office) or 678-818-2829 (cell phone). He will in turn clarify and confirm the nature of the request and make the necessary referral to the President or his/her designee.

Requests for media interviews are coordinated through the Public Relations and Marketing Department in coordination with the President or his/her designee and the appropriate Cabinet member.

Adherence to this policy will ensure the coordination of all communication to the media for maximum desired effect. These few, simple steps are intended to help achieve greater awareness of the College and to maintain credible partnerships with the media.