



Campus Media Procedures

REFERENCE: AP 3050 INSTITUTIONAL CODE OF ETHICS

RESPONSIBILITIES: COLLEGE RELATIONS, PUBLIC AFFAIRS AND GOVERNMENTAL RELATIONS

The Office of College Relations, Public Affairs and Governmental Relations is the central District hub for campus information and acts as the chief liaison for disseminating all aspects of college-related information to stakeholders, including the media. Public Affairs is responsible for coordinating and releasing publications, and news about staff, students, events, policies and programs to the campus and the public. Press releases or announcements intended for public awareness should be channeled through the Public Affairs Office prior to dissemination.

Staff, faculty, students are all part of the whole Cerritos College framework. In some capacity, all campus community members serve as messengers for the College. As such, Public Affairs works with all campus stakeholders to ensure that program/department messages, media relations, campaigns, etc. are conveyed with clarity, accuracy, and consistency so that the College presents a unified picture to all stakeholders.

RIGHT TO FREE EXPRESSION

Students, employees, and members of the public shall be free to exercise their rights of free expression, subject to the requirements of Board Policy and Administrative Procedure 5550 titled Speech: Time, Place, and Manner.

Unless representing an official College/District position, it should be made clear that statements made by faculty and staff do not necessarily reflect the position of the District. When speaking or writing as an individual, the individual should be free from institutional censorship or discipline. Persons should be accurate, show respect for the opinions of others, and should indicate that they are not institutional spokespersons.

This procedure is not intended to interfere or prohibit the official student newspaper (*Talon Marks*) of the College from carrying out its functions as outlined in Administrative Procedure 4500 titled Student Media.

STAFF STATEMENTS AND THE MEDIA

Official statements about College matters will be made through Public Affairs, the President's Office or designee. Staff and faculty who speak with the media or provide media statements should be accurate and indicate that they are not an official spokesperson for Cerritos College. It should be made clear that media statements made by the faculty and staff do not reflect the District's position. News media refers to external publications, including, but not limited to, print and online newspapers, magazines, newsletters, blogs, websites, online journals and publications, television and radio.

PROCEDURES

Faculty and staff are requested to notify Public Affairs if contacted directly by news media. Authorized media spokespersons for official College statements include:

- President/Superintendent (or designee)
- President of the Board of Trustees (or designee)
- Vice Presidents/Assistant Superintendents
- Director, College Relations, Public Affairs and Governmental Relations

While on campus, news media representatives must clearly display valid media credentials and be accompanied by a Public Affairs staff member or campus employee designated by Public Affairs or the President's Office.

Staff and faculty who seek to generate external media coverage about a program, event or achievement are encouraged to coordinate through Public Affairs prior to distribution. Public Affairs has access to numerous media contacts and will work closely with faculty and staff to coordinate publicity or visibility for programs, events or newsworthy issues. Public Affairs will determine if written materials require editing, format changes or revisions for the purpose of clarity before the information is distributed. Public Affairs staff will also coordinate recommended edits with the author before finalizing.

PHOTOS

Cerritos College frequently photographs/videotapes members of the campus community including, students, faculty and staff with the intention to publish in Cerritos College publications, video, websites, the news media, and social media for recruitment and/or campus promotional campaigns and materials. Staff and faculty who object to the use of their photo or likeness, may request that their image is not used. Photos of minors (under 18) must include signed copies of the College's Talent Release Form located on the *Faculty & Staff* webpage under *Forms & Documents*.

ATHLETIC PROGRAMS

Interview requests with athletes should be arranged in advance with John Van Gaston, Sports Information Publicist. Media representatives on College property must be accompanied by athletics communications staff member in order to gain access to coaches' offices, athletes or team facilities. Reporters, photographers and videographers who are covering a Cerritos College athletics event must clearly display valid media credentials. Contact John Van Gaston at (562) 860-2451, Ext. 2896 or jvangaston@Cerritos.edu.

For questions regarding these procedures, please contact the Office of College Relations, Public Affairs and Governmental Relations at mwalker@cerritos.edu or 562-860-2451 Ext. 2292.