



## **AP 3950 Public Relations**

### **References: None**

Rogue Community College (RCC) contacts with news media should be coordinated through the RCC Public Information Officer (PIO). Contacts include: responding to inquiries from the media, pitching ideas to the media, issuing news releases, responding to speaking requests, and coordinating the release of records in collaboration with senior leadership as necessary.

Official RCC spokespersons are the RCC board chair and the college president, who may choose to fulfill or delegate that function as appropriate. Other employees or board members who receive requests for public statements as representatives of RCC will review all requests with the PIO prior to committing to such requests. The PIO assists the board chair and president in identifying delegate spokespersons.

### **The Public Information Officer is responsible for:**

- Informing the official college spokespersons and assisting in identifying delegate spokespersons as requested;
- Responding to media inquiries for information, interviews, photographs, and filming;
- Promoting college news, events, expert opinion, and other information;
- Advising employees seeking publicity;
- Assisting and advising employees and board members who are contacted by media;
- Assisting with public presentations for those acting as representatives of RCC when requested;
- Assisting in the review of college board policies and administrative policies and procedures for accurate language and expression;
- Assisting the Vice President of Operations and Finance/CFO in ensuring compliance with requirements pertaining to public records requests when requested;
- Coordinating crises communications in coordination with the Incident Response Team and related emergency operations procedures;
- Maintaining working relationships with reporters and editors;
- Tracking news coverage; and
- Informing senior leadership of any publications concerning RCC.

**Rescinds:** AP-046 Public Relations/Public Information Officer

**Approved:** October 3, 2023