

- A. This procedure applies to all Cuyahoga Community College employees, faculty, trustees, and officers on interacting with news media representatives. For this procedure, news media shall include, but not be limited to, representatives of newspapers, magazines, newsletters, online publications, websites, blogs, television, radio and podcasts. It is the responsibility of the leadership team, Deans, and department heads to implement processes to align with this procedure. The Integrated Communications Department (Integrated Communications) functions as an information clearinghouse to avoid the duplication of materials that are released to the public, to maintain a consistent policies and procedures regarding the standard and quality of publicity, and to ensure contacts with the media are coordinated through a central location and source.
- B. The preparation and release of all information and publicity concerning the College, intended for distribution to the media, is coordinated by Integrated Communications. Employees, faculty, schools, or departments that seek to generate external media coverage about a program, event or achievement must first contact Integrated Communications.
- C. Integrated Communications oversees and maintains all news media contacts for the College, and will work with faculty, staff, and others to coordinate publicity or visibility for programs, events or newsworthy issues. Failure to comply with this procedure will be considered actionable behavior by the College that could result in disciplinary action up to and including suspension or termination.
 - a. It is solely within the authority of Integrated Communications to initiate and/or respond to news media requests and to manage those interactions. The Vice President of Integrated Communications (or a designated representative) is the official spokesperson for the college in dealing with the media. In the event of a crisis, all press releases and statements to the news media will be routed through, approved, and disseminated by Integrated Communications.
 - b. Media releases about official college news must be prepared by Integrated Communications staff and be sent on Cuyahoga Community College news release stationary. Media are advised not to use other items.
 - c. While on college property or upon entering College facilities, news media representatives must be accompanied by an Integrated Communications staff member, or a College employee designated by Integrated Communications.
 - d. The College complies with all applicable federal and state laws regarding the retention and release of personal and/or educational records of all current employees and students, pursuant to the applicable College Policies and Procedures.
 - e. Under no circumstances should information pertaining to a case that is in litigation be discussed publicly without the prior approval of the Office of General Counsel and Legal Services.
- D. Cuyahoga Community College reserves the right to photograph members of the College community including, but not limited to, its students, faculty and staff, in situations appropriate to the image of an academic institution, and to publish likenesses in College

publications, video, websites, the news media, social media or other recruitment or promotional materials.

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