

**3354:1-50-03 Media Relations policy.**

- (A) Integrated Communications provides the direction for all marketing, communications and creative services work for Cuyahoga Community College (the “College”). The department works with administrators, outside vendors and staff to produce materials for all communication channels that achieve the measurable goals of the College.
- (B) With the exception of the College President and the Chair of the Board of Trustees, the VP of Integrated Communications and the Public Relations Manager shall be the sole communication spokespersons on behalf of the College with the media and shall be responsible for communicating the College’s mission, programs, and image. Integrated Communications shall coordinate all other contacts with the media and may designate authority to others and authorize others to speak on behalf of the College.
- (C) Integrated Communications shall be responsible for communicating to the public through all available media to ensure that the community has a positive image of the College, and that positions and statements of the College are presented accurately and consistently.
- (D) Integrated Communications shall maintain departmental documentation which provides an overview of its services as well as instructions on how College employees can work with the department to effectively communicate the College’s mission, programs and image with the community.
- (E) The President or the President’s designee is hereby directed to take all steps necessary and appropriate for effective implementation of this policy.

Effective Date: May 23, 2024

Prior Effective Date: March, 28, 2024