Employee Operational Standards for Media Contacts and Relations

1.1 – Purpose

To provide guidelines to coordinate and facilitate contact with all media; to promote a positive, proactive, and responsive relationship with members of the local, regional, state, and national media while maintaining protection of student and employee rights and respecting the learning environment of the College.

A. Applicable to: All employees

B. Responsibility

The supervisor of each department is responsible for ensuring his/her department adheres with this standard.

1.2 – General Operational Standard

It is the practice of Illinois Central College to cooperate with the media within specific guidelines that protect the rights of students and/or employees and honor the learning environment of the College.

1.3 – Definitions

The media (defined as radio, television, newspaper, magazine, and Internet information sources) make frequent requests for interviews with administrators, faculty, students, and other personnel. Cooperation with the media is essential to develop effective/positive media and community relations while fulfilling the public’s right to know. It is the responsibility of the public relations coordinator, the vice president of marketing and college communications, or designee, to be the official spokesperson to the media or to locate an appropriate College administrator, faculty member, employee, etc. to act in that role.

Employees may not grant interviews, talk with media concerning matters of official College business, represent themselves as official College spokesperson, or issue a news release on College business, events, or activities without the advanced approval and knowledge of the public relations coordinator, vice president of marketing and college communications, College president, or designee. (This does not prohibit employees from speaking to the media as a representative of their collective bargaining unit or as private citizens as long as employees do not represent their views as official views of the College administration.)

Illinois Central College has the right to prohibit reporters or other media representatives from interviewing students and employees, taking photographs, and otherwise invading the confidentiality and rights of individuals or the College when it is in the best interest of student(s) and/or employee(s) to deny media access.

Media requests for information are almost always driven by news and/or current issues. This means they require immediate responses to meet press/broadcast deadlines and to provide a timely and relevant response to the story. The public relations coordinator, vice president of marketing and college communications, or designee, will make every effort to meet media deadlines without disrupting students, employees, College functions and services, and the learning environment.
1.4 – Guidelines

1.4.1 – When the Media Calls

All media calls should be directed to the public relations coordinator or the vice president of Marketing and College Communications.

All requests from the media to Illinois Central College for stories relating to College programs, services or issues for the purpose of interviews, filming, photographing, taping (audio), or videotaping for news or publication/broadcast purposes should be referred during normal business hours (8 a.m. - 4:30 p.m.) to the public relations coordinator, the vice president of marketing and college communications, or designee. Coordination of information and scheduling of interviews and all media photography/video-taping will be done through this office.

Route Media Requests To...

Monday – Friday (8 a.m. – 4:30 p.m.)
Public Relations Coordinator – 694-5440
Marketing and College Communications Department – 694-5596
Vice President of Marketing and College Communications – 694-5599

After Hours & Weekends
Switchboard – 694-5223

If an employee encounters a media representative on campus, the employee should advise the journalist to contact the public relations coordinator if he/she has not already done so.

During evening hours or weekends, media requests for information will be directed to the Campus Police Switchboard on the East Peoria Campus who can locate the public relations coordinator, vice president of marketing and college communications, designee, or ICC administrator.

1.4.2 – Contacting the Media About an ICC Program, Event, or Happening

Persons/departments wanting information released and media coverage for a program, class, service, or event should contact the public relations coordinator or the vice president of marketing and college communications to coordinate coverage. Faculty and staff, acting as a representative of ICC, should not contact the media without the advanced approval and knowledge of the public relations coordinator, vice president of marketing and college communications, or designee.

The Marketing and College Communications Department and/or public relations coordinator does not provide public relations support for ICC employees’ personal activities, honors, and/or events that are outside their scope of responsibility as an ICC employee.