

Procedure:	External Media Relations	Procedure No.:	GA2012.4
Delegated Authority:	College President	Associated Policy Reference No.:	GA2012
Procedure Owner:	<i>Vice President for Academic Affairs</i>	Responsible Party:	<i>Director of Marketing, Communications & Public Information</i>
Approved:	August 20, 2024		
Revised:			

Purpose

The purpose of this procedure is to ensure accurate and consistent communications with the media and larger community by designating an official spokesperson of the College to disseminate information and facilitate media requests. It is meant to establish a process for campus stakeholders engaging with the media on the College's behalf.

Statement of the Procedure

SUNY Broome's Director of Marketing, Communications and Public Information is responsible for all of the College's media relations. This includes, but is not limited to, responding to press inquiries from media outlets, distributing press releases, and coordinating press conferences and media interviews.

The Director of MarCom is the College's official spokesperson in all matters related to the institution, particularly during a crisis situation. The Marcom Director will work with the President to engage others in the College, if and when specific subject matter expertise is required.

Official college statements are approved by the President (or designated college leader) and are to be issued only by the Director of Marketing, Communications and Public Information. When responding to media inquiries, the Director of Marketing, Communications and Public Information and the President will strive to be as prompt as possible and as transparent as appropriate.

MarCom is responsible for disseminating and pitching news stories, responding to media inquiries, arranging interviews and press opportunities, and handling requests for distribution of information on behalf of SUNY Broome.

No employee, affiliate or agent of the College is authorized to make statements to the media on any matter pertaining to the College without specific authorization from the President or the Director of MarCom. Further, no employee, affiliate or agent of the College may speak "off the record" on behalf of the College to the media in regard to any matter pertaining to the College.

All media requests for interviews must be routed to the Director of Marketing, Communications and Public Information. Any member of the SUNY Broome community

contacted by any media representative should direct these calls and inquiries in a timely fashion to the Director of Marketing, Communications and Public Information.

Individuals contacted for comments, opinions, or as experts in their unique fields of study may respond to questions relating to their individual subject matter expertise, but not respond on behalf of the College. When offices and/or individuals are contacted for their scholarly or professional expertise, they are encouraged and expected to notify the Director of Marketing, Communications and Public Information that a media representative has made contact.

Members of the SUNY Broome community should not contact the media on behalf of the College, or invite the media to the College's campus, without authorization and support from the Director of Marketing, Communications and Public Information.

Related Policies (by number)

GA2012 Marketing and Communications Policy

To whom it applies (title or department)

This procedure applies to all faculty, staff and affiliates of the College.

Affiliate – includes all College contractors and Continuing Education instructors.

Action <i>(Created, Reviewed, Retired)</i>	Date	Initials	Position Title
<i>Created</i>	03/01/2024	KG	<i>Director of Marketing, Communications & Public Information</i>