



Media Relations

Policy Number: 520

Categorized: IT & Communications

Procedure: 520P

Responsible Office: VP of Strategy, Research, and Workforce Innovation

Effective Date: 12/15/2020

Date Last Reviewed: 10/11/2024

1. Scope

This policy applies to all Northern Virginia Community College (NOVA) employees, including full and part-time staff, faculty, contractors, consultants, volunteers, interns, student employees, and students (collectively, “users”) on interacting with news media representatives. This policy does not apply to contributions to publications that are considered part of the academic or scholarly mission of the college.

2. Policy Statement

NOVA’s media relations policy and practices are based on a commitment to supplying accurate information to which the media and public have a just and reasonable claim. When NOVA communicates publicly as an institution, only those officially designated by NOVA have the authorization to speak on behalf of the College. Only those designated and authorized by NOVA as a ‘spokesperson’ can contribute to publications, broadcast segments or press conferences as a representative for NOVA.

3. Authority

DHRM Policy 1.75 Use of Electronic Communications and Social Media

VCCS Policy 7.0.2