

## **MEDIA RELATIONS POLICY**

**Policy Number:** 520

**Categorized:** IT and Communications

**Responsible Office:** VP of Strategic Partnerships and Workforce Innovation

**Subject:** Interacting with news media representatives

**Effective Date:** 12/15/2020

**Last Reviewed Date:** 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