

## **MEDIA RELATIONS**

**Procedures Number:** 520P

**Categorized:** Information Technology

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

**Forms:** N/A

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

**Last Reviewed Date:** 10/11/2024

### **1. Purpose**

This policy procedure details the specific actions to be taken by all Northern Virginia Community College (NOVA) employees, including full and part-time staff, faculty, interns and student hires, who may be asked to provide comments by the media regarding NOVA.

### **2. Definitions**

- **Media:** Organizations that report on current events via newspapers, magazines, journals, television, radio, podcast, social media, or the Internet.
- **Press Release:** Official on-record statement for release to publications, broadcast segments or press conferences which provides information on a particular matter.
- **Spokesperson(s):** A designated subject-matter expert may be authorized by leadership with consultation from NOVA's Public Information Officer to serve as spokespersons under strict conditions and parameters. NOVA's President, Vice President of Strategic Partnerships and Workforce Development, NOVA's Chief of Police, NOVA's Director of Emergency Management or the Media Relations Staff may provide guidance on authorization. If it is a campus specific incident, the provost of the campus may serve as the spokesperson.

### **3. Procedures**

Designated (On Record) Spokespersons may Not speak on behalf of NOVA without approval from one of the following individuals:

- Director of Communications and Enrollment Marketing
- College PIO
- The President's Office
- VP of Strategy, Research and Workforce Innovation
- Campus Provost (for campus specific media engagements)

**Expression of Opinions:** When expressing personal opinions, employees should note that they are NOT a college representative unless specifically designated as a college spokesperson on the issue. *This requirement does not and is not intended to limit or infringe upon on any individual's protected First Amendment rights.*

**Conflict of Interest Disclosure:** Individuals employed by or enrolled at NOVA who also serve in capacity of news correspondent or public affairs officer in organization(s) other than NOVA are not authorized to willfully report on college business, if placed in such a position and must disclose the matter to the PIO.

### **Individual Media Requests**

Reporters may contact individuals directly for an interview without first contacting NOVA's Office of Media Relations staff. However, if you are contacted directly by a member of the media about a matter pertaining to the College, you are required to inform a Media Relations staff member about the requested interview.

If you receive a call from a publication or broadcast media representative and are not sure on how to respond, please take a message and advise the reporter that someone from the Media Relations office will be in contact.