



Media Procedure: 815.1A

Related to LCC Administrative Policy 815

If contacted by a representative of the news media, Lower Columbia College employees will follow these steps:

1. In response to contact from a reporter or other media representative, respond with a courteous statement such as the following: “Thank you for reaching out to Lower Columbia College. We want to ensure we provide you with current and accurate information. Let me get your information, and we will get back to you shortly.” “No comment” is typically not an appropriate response. As a college employee, you should not provide information to the media *on behalf of* LCC without coordinating with the Public Information Officer (PIO), a role typically housed in College Relations.
2. During the initial contact, obtain as much of the following information as possible:
 - a. Reporter’s name and contact information
 - b. Organization they represent
 - c. Specific information they are seeking
 - d. Their deadline (if any)
3. Provide the information to the PIO as quickly as possible, preferably within an hour of receiving the request. Reporters tend to have short timelines, and responsiveness matters.
4. The PIO will coordinate the College’s response, including preparing background information and communicating with the appropriate individuals or departments to discuss next steps. The PIO may schedule interviews, conduct media training to the individual or individuals being interviewed, or provide the information directly to the reporter depending on the circumstances.
5. The PIO is responsible for informing the LCC President of media inquiries, and will close the loop with the originating individual as needed once the request is complete.

Adopted: September 27, 2023