



## Operational Policy

Name/Subject	Media Relations Policy
Policy Number	902
Date Adopted	02/11/2025
Date(s) Reviewed/ Revised ( <i>specify</i> )	

### Purpose:

Effective communications with the media are critical to Grays Harbor College's ability to carry out its mission and promote continued public support for the college. Effective media relations best serve the college by:

- informing the public of what we can do for them,
- promoting the college's achievements, activities, and events of significance,
- expanding the general visibility of the college, and
- ensuring that accurate information is conveyed to the public regarding incidents and issues of controversial and/or sensitive nature.

### Definitions:

For the purposes of this policy media includes, but is not limited to, print media (e.g. newspapers electronic news articles, etc.), radio, television, and use of the internet for the purpose of mass communication. Social media is covered under a separate Operational Policy [903].

### Policy:

The Grays Harbor College President and/or the Public Information Officer (PIO) serve(s) as the official college spokesperson and convey(s) the official college position on issues of general college-wide impact or significance or situations that are of a particularly controversial or sensitive nature. Inquiries from the media about such issues should be referred to the PIO at [publicrelations@ghc.edu](mailto:publicrelations@ghc.edu).

Depending on the specific circumstances, the president or PIO may designate the Director of Marketing & College Relations or another college employee to serve as spokesperson on a particular issue.

In the event of a crisis or emergency situation, the President, PIO, or designee will handle all contacts with the media, and will coordinate the information flow from the college to the public. In such situations, all campus departments should refer calls from the media to the PIO and should notify the PIO by emailing [publicrelations@ghc.edu](mailto:publicrelations@ghc.edu).