Rock Valley College

Media Relations – Requesting Media Coverage

RVC Administrative Procedure (2:10:010)

A. Purpose

This administrative procedure provides guidelines to coordinate and facilitate contact with all media on behalf of Rock Valley College. Further, the procedure provides guidelines to employees when media coverage for college-related events, activities, and issues is desired.

B. Department and Primary Point of Contact Involved

Division: Institutional Effectiveness & Communications

Department: Communications & Marketing

Point of Contact: Manager of Communications

C. Definitions

Media, radio, television, newspaper, magazine, and internet information sources

D. Procedures

Background Information

The media (defined as radio, television, newspaper, magazine, and internet information sources) make frequent requests for interviews and information. Cooperation with the media is essential to develop effective/positive media and community relations while fulfilling the community's right to know. It is the responsibility of the Manager of Communications, Executive Director of College Communications, and the Vice President of Institutional Effectiveness & Communications to be the official spokesperson to the media or to identify and prepare the appropriate RVC representative.

Employees may not grant interviews, talk with the media concerning matters of official College business, represent themselves as an official College spokesperson, issue a news release on College business, events or activities, or contact the media for coverage without advance approval and knowledge of the Manager of Communications, Executive Director of College Communications, and/or the Vice President of Institutional Effectiveness & Communications. (This does not prohibit

employees from speaking to the media as a representative of their collective bargaining unit or as a private citizen as long as employees do not represent their views as the official views or position of the College, its administration, or its Board of Trustees.)

Employees should be cognizant of the limitations State statutes put on political activities and/or endorsements, as well as active political campaigning through the media as representatives of RVC.

References:

- State Officials & Employees Ethics Act (5 ILCS 430/)
- RVC Board Policy 3:10:050 Employee Code of Ethics

Rock Valley College has the right to prohibit reporters or other media representatives from interviewing students and/or employees, taking photographs, capturing video, and otherwise invading the confidentiality and rights of the individuals or the College when it is in the best interest of student(s) and/or employee(s) to deny media access (for example, capturing video while students are taking a test in a classroom) or when such access violates FERPA restrictions or other legally constituted constraints.

Media requests are most frequently driven by current issues. Consequently, these requests require immediate response to meet media deadlines and to provide accurate and timely College responses. The Manager of Communications, Executive Director of College Communications, and the Vice President of Institutional Effectiveness & Communications will make every effort to meet media deadlines without disrupting student, employee, and/or College functions, services, and the learning environment.

Requesting Media Coverage

1. Persons/departments wanting information released to the media for coverage of a program, class, service, or event must contact the Manager of Communications or the Executive Director of College Communications.
2. Faculty and staff, acting as representatives of RVC, may not contact media without the advance approval and knowledge of the Manager of Communications, Executive Director of College Communications, and/or the Vice President of Institutional Effectiveness & Communications.
3. The RVC Communications & Marketing Department does not provide public relations support for RVC employees' personal activities and/or events that are outside the scope of that employee's professional responsibilities at RVC.

Reference: Board Report 6223
Implemented: July 7, 2025
Revised: July 7, 2025