



POLICIES & PROCEDURES

Title: Media Relations

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Department: Community and Public Relations

Purpose

Louisiana Delta Community College understands the news media's need to access faculty, staff, and administrators. In keeping with LDCC's values, we are a transparent organization and welcome the opportunity to share information. Access to faculty, staff, and administrators can be obtained through the Community and Public Relations Department (CMPR). This department uses media opportunities to share the LDCC story and its activities in ways that are consistent with our overall institutional messaging and branding. "Media relations," a primary function of CMPR, is the interaction with the community via news media outlets to tell the LDCC story. The executive director of CMPR is the college's designated public information officer. In this role, they serve as the "voice of the college," managing LDCC's reputation by maintaining a favorable community profile, securing coverage of LDCC's many newsworthy initiatives, and having the primary responsibility for media relations at Louisiana Delta Community College.

Scope

Entire College community

Policy

It is the policy of Louisiana Delta Community College that the Chancellor serves as the official spokesperson on behalf of the college. There will be times when an expert or specialized opinion is warranted. Faculty members, staff, or administrators may be called upon to be interviewed during such times. If faculty, staff, or administrators receive a media inquiry regarding the institution, refrain from answering questions. The Community & Public Relations Department (CMPR) serves as the primary institutional contact with the media. Therefore, all media inquiries related to the college should be forwarded to and coordinated through the CMPR department by contacting Darian Atkins at 318-348-8991. CMPR will direct all inquiries to the appropriate administrator or campus expert, who is best informed and available to respond. CMPR will contact the designee before the reporter reaches out directly.

Procedures

The Office of Community and Public Relations has a media relations program that solicits media opportunities via press releases and media advisories. In addition, media relations respond to requests for information for use in news stories or information releases by the medium.

For practical, maximum use of communication media, all publicity and media relations efforts are centralized through the Office of Public Relations and are handled as follows:

Proactive Media Relations

If faculty, staff, or administrators are interested in receiving assistance with generating media coverage regarding a program, event, or achievement, contact CMPR at pr@ladelta.edu. Anyone outside of CMPR should refrain from contacting the media regarding the college et al.

Reactive Media Relations

If the media contacts faculty, staff, or administrators for a statement on behalf of the college, they should be forwarded to the CMPR department at 318-348-8991. No statement should be given.