



COLORADO

COMMUNITY COLLEGE SYSTEM

Media Operational Guidelines

INTRODUCTION

Why do we need media guidelines?

CCCS works in an industry with many stakeholders who have many different opinions. In addition, CCCS employs thousands of staff and faculty, all of whom bring different perspectives to the table. In such a crowded media landscape with so many moving pieces, it is vital to **communicate with consistency**.

These media guidelines are designed to lay the ground rules for public-facing communications to ensure consistency in both the content and tone of our messaging. It outlines key responsibilities for media-related activities, as well as guidelines for specific incidents.

Who is responsible for media communication at the CCCS Office?

Public Affairs is the primary spokesperson for the System Office. They are the focal point for developing and sharing System Office's messages to the public - whether through news media or social media.

When appropriate, Public Affairs may identify an executive staff member or subject matter expert to serve as a spokesperson.

Public Affairs contact: Fiona Lytle, Chief Communications Officer,
Fiona.Lytle@cccs.edu

News Media

Only Public Affairs, the Chancellor, and employees designated as "subject-matter spokespersons" are authorized to speak to news media. This includes the release or distribution of any institutional information, including data, graphics, news releases or other forms of communication to the news media. CCCS employees, including leadership, are not authorized to release or distribute any of the above materials to news media without the prior approval of the Chief Communications Officer or the Chancellor.

Social Media

Only Public Affairs, the Chancellor and employees designated as "subject-matter spokespersons" may speak on behalf of CCCS on social media. This includes any form of public-facing communication on any social media channels. Public Affairs will work with executive staff to identify subject-matter spokespersons whenever it is

appropriate. They will also establish parameters under which these spokespersons may post. For more specifics, consult our Social Media Operational Guidelines.

MEDIA INQUIRIES

What is the process for responding to media inquiries?

When it comes to responding to media requests, time is always of the essence when determining whether and how to respond. We recognize the importance of responding to inquiries in a timely, cooperative and factual manner, particularly in emergency response situations where CCCS must quickly establish itself as a credible source of information.

As such, **all media inquiries should be sent immediately to Public Affairs**. They will find the right people to respond to the inquiry quickly with a credible expert.

What happens during an emergency situation?

Emergency situations are far more sensitive in nature, both in their requirement for timely responses and factual information. As such, **in emergency response situations, Public Affairs directs all aspects of CCCS's public-facing information.**

During the initial hours of the emergency response operation, designated subject-matter experts may be authorized by CCCS Public Affairs to serve as spokespersons under strict conditions.

During emergency situations, our response will be guided by applicable emergency response/action plans to implement the above requirements. Key elements of the plans may include:

- Establishing an Extended Public Affairs Team, consisting of a cadre of CCCS employees trained to assist in an initial and ongoing external affairs response, including media and community relations activities.
- Empowering designated spokespersons to release factual information about the incident. In the first few hours of the emergency response, designated field spokespersons are not required to wait for a written holding statement prior to responding to initial media inquiries.
- Providing messages to be delivered to news media and Q&A's giving approved language for responding to specific inquiries, such as responsibility, liability and the release of names in the event of death or injury.

ANY QUESTIONS?

These media guidelines are meant to help CCCS communicate in a timely, cooperative and factual manner. Failure to adhere to these guidelines may result in disciplinary

action up to and including termination. If you have any questions or concerns, do not hesitate to reach out to the Public Affairs team.