



<p>Policy Title Media Policy</p>	<p>Original Adoption Date 11/01/2005</p>	<p>Policy Number MCR-185</p>
<p>Responsible College Division/Department Marketing and College Relations</p>	<p>Responsible College Manager Title Director of Marketing and College Relations</p>	
<p style="text-align: center;">Policy Statement</p> <p>It is the policy of Lakeshore Technical College that:</p> <ul style="list-style-type: none"> • All college-related communications with any media will be referred to and approved by College Relations. This includes any incoming media inquiries/requests as well as any outgoing communications to the media. • College Relations will schedule all media interviews, photography sessions, and follow-up, etc., as well as greet media representatives and escort them to interviews. • Staff should contact College Relations with story ideas and publicity opportunities. • Letters to the Editor and similar comments by staff members made as private citizens do not require prior approval by College Relations. However, in making public comment as private citizens, staff members may not state that they are employed by LTC, that they represent LTC, or that they are presenting the position of LTC, unless prior authorization has been obtained. 		
<p style="text-align: center;">Reason for Policy</p> <p>This policy applies to all employees and officials of Lakeshore Technical College (LTC). As a taxpayer-supported institution, LTC is always in the public eye and is subject to close public scrutiny. The media plays an important role in shaping public opinion about LTC. College Relations is responsible for all media relations to assure that LTC is presented to the community in the most consistent and positive manner possible.</p>		
<p style="text-align: center;">Cross References and Legal Review</p> <p>Legal Counsel Review and Approval: Board Policy: III.A. General Executive Constraint, III.B. People Treatment</p>		
<p style="text-align: center;">Definitions</p>		