



Policy Title Media Policy	Original Adoption Date 11/01/2005	Policy Number MCR-185
Responsible College Division/Department Marketing	Responsible College Manager Title Vice President of Outreach	
Policy Statement It is the policy of Lakeshore Technical College that: <ul style="list-style-type: none">• All college-related communications with any media will be referred to and approved by Marketing. This includes any incoming media inquiries/requests as well as any outgoing communications to the media.• Marketing will schedule all media interviews, photography sessions, and follow-up, etc., as well as greet media representatives and escort them to interviews.• Employees should contact Marketing with story ideas and publicity opportunities.• Letters to the Editor and similar comments by employees made as private citizens do not require prior approval by Marketing. However, in making public comment as private citizens, employees must indicate that their views are personal and do not represent the views of their employer.		
Reason for Policy Marketing is responsible for all media relations to assure that LTC is presented to the community in the most consistent and positive manner possible.		
Cross References and Legal Review Reviewed/Revised: 11/26/2008; 7/29/2009; 6/29/2010; 7/15/2019 Legal Counsel Review and Approval: Board Policy: III.A. General Executive Constraint, III.B. People Treatment		
Definitions		

See [Media Procedure](#)