
Procedure Title: Press Releases
Procedure Number: 02-2003-0003
Board Policy Reference: IV.A. General Executive Direction
NWCCU Standard:

Accountable Administrator: President
Position responsible for updating: Director of Marketing & Communications
Original Date: June 23, 1982
Date Approved by College Planning Council: 11-09-22
Authorizing Signature: *Original signature on file*
Date Posted on Web: 11-22-22
Revised: 11-22 **Reviewed:** 11-22

Purpose/Principle/Definitions:

The purpose of issuing Press Releases is to disseminate information about the College to the four-county media. Instructors, department chairpersons, and administrators, are to send all College press releases to the Director of Marketing and Communications for distribution. College news releases are defined as articles that describe, relate to, or address approved College programs, or activities and events associated with College operations.

In alignment with the current Communications Master Plan, the goal is to provide consistent quality, an appropriate message, and utilize proper media etiquette when dealing with the media.

The Director of Marketing and Communications will clear all major press releases with the College President. Routine press releases may be approved without the President's prior approval. Copies of all press releases are posted on the Blue Mountain Community College web site.

Guidelines for submitting major press releases to the news media:

1. The President will be the official spokesperson for the College; the Director of Marketing and Communications will be the secondary spokesperson.
2. News releases that are of college-wide interest or that pertain to established College policy will be the responsibility of the Director of Marketing and Communications under the direction of the President.
3. The President and the Director of Marketing and Communications will establish regulations for the dissemination of news releases pertaining to the College.

Legal References:

ORS 192.640 – Public Notice Required

ORS 341.290 – General Power...Rule (9) Provide and disseminate to the public information relating to the program, operation and finances of the community college.

Exception: Coaches are encouraged to personally contact the local media/sports reporters with scores and game highlights so information on BMCC athletics/rodeo is as timely as possible.

The Feves Art Gallery and College Community Theatre (CCT) are in charge of promoting their own events but are encouraged to send copies of their press releases and other promotional information to be posted on the college website.