



POLICY 3100

NEWS MEDIA RELATIONS

Policy Category: Communication

Area of Administrative Responsibility: Governmental Affairs and Media Relations/Academic Student Affairs

Board of Trustees Approval Date: February 14, 2017

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PURPOSE

To ensure the efficient management of media relations by appropriate individuals on behalf of the College, as well as to set guidelines to follow for representatives of news media when covering College events.

SCOPE

This policy is binding on all employees and the Board of Trustees, as well as on members of the media who wish to cover the College.

DEFINITIONS

News Media: Shall refer to newspapers, magazines, newsletters, online publications, television, web broadcasts, live streams, and radio which report the news, politics, and local current events.

POLICY

A. General:

Employees or trustees that seek to generate external media coverage about a College program, event or achievement must first contact the Office of Governmental Affairs and

Media Relations. Employees and faculty within the College's Athletic department seeking to publicize any of the above should contact the Athletics Communications Officer. (Section B of this policy specifically addresses media relations guidelines for covering Nassau Community College Athletics).

The Office of Governmental Affairs and Media Relations has access to numerous news media contacts and will work with faculty and staff to coordinate publicity or visibility for programs, events or other newsworthy issues.

It is the responsibility of the Office of Governmental Affairs and Media Relations to initiate and/or respond to news media requests and to manage those interactions. When an employee, faculty member or trustee is contacted directly by the news media, he/she is to notify the Office of Governmental Affairs and Media Relations as soon as practical.

While on College property or upon entering College facilities, all news media representatives must be accompanied by a staff member designated by the Office of Governmental Affairs and Media Relations.

If a College event attracts news media interest, all press releases and statements to the news media must be routed through, approved and disseminated by the Office of Governmental Affairs and Media Relations.

Under no circumstances should information pertaining to a case that is in litigation be discussed publicly without the prior approval of the Office of General Counsel.

B. Nassau Community College Department of Athletics Media Policy:

In conjunction with the general College Media Relations policy outlined above, this section provides additional guidelines specific to Nassau Community College Athletics. The Athletic Communications Office handles the public relations for all NCC athletic teams. Student-athletes, coaches, athletics administrators, and all other employees who are contacted by media, must direct all inquiries to the Athletics Communications Officer.

Under no circumstances should information pertaining to a case that is in litigation be discussed publicly without the prior approval of the Office of General Counsel.

Nassau Community College Athletics complies with all applicable NJCAA, federal and state laws regarding the retention and release of personal and/or educational records of all current employees and students. Biographical and statistical information on student-athletes are provided by the Athletic Communications Office throughout the athletics season.

1. Media Credentials:

Media credentials are required for all home Nassau Community College athletic events. Media representatives must request a pass from the Athletics Communications Office at least 24 hours prior to the date of the athletic event. Press box/area space is limited and will be assigned at the Athletic Communications Office's discretion. The Athletic Communications Office has the right to refuse any credential request that is deemed not to be in the best interest of the College or its athletics program. Credentials (if issued) can be picked up at the game site from Game Day Site Supervisor no earlier than one hour prior to the event and must be visible at all times.

To obtain a credential, contact the Athletic Communications Office with the following information:

- a. Sport to be covered
- b. Date of contest
- c. Name, email address and phone number
- d. The name of the media organization represented
- e. Any special accommodations needed

2. Photography Credentials:

Only credentialed photographers will be granted field/court access at Nassau Community College athletic events. Media representatives must request a pass from the Athletic Communications Office at least 24 hours prior to the date of the athletic event. Credentials can be picked up at the game site from Game Day Site Supervisor no earlier than one hour prior to the event and must be visible at all times.

To obtain a credential, contact the Athletic Communications Office with the following information:

- a. Sport to be photographed
- b. Date of contest
- c. Name, email address and phone number
- d. The name of the media organization represented
- e. A brief statement explaining how the photos will be used
- f. Any special accommodations needed

3. Media Accommodations:

Credentialed media members are welcome to arrive to the press box/area no earlier than one hour prior to an athletic event. The press box/area will remain open for 30 minutes following the conclusion of an event.

4. Sideline Access:

To comply with NJCAA rules and for the safety of competitors, fans, officials and game management staff, the following policy will govern sideline access at all Nassau Community College athletic venues:

- a. The field level is for those who are performing a service associated with action on the field of play and for administration of the game as well as credentialed members of the media. For the safety of all those involved, credentialed personnel are required to keep a 12-foot buffer between themselves and the sideline.
- b. Sideline passes do not grant access to team bench areas. To switch ends of the field/court credentialed personnel are required to walk around the team area, not through it. Violation of this policy could result in a warning from game management staff, revoking of credentials and/or ejection from the site of competition.

5. Interviews:

All interviews with coaches should be coordinated through the Nassau Community College Athletic Communications Office. At least 24 hours-notice for all interview requests must be given. Players and coaches are available to media throughout the week. Interviews will be scheduled at a mutually convenient time.

If an in-person meeting cannot be scheduled, phone interviews will be coordinated through the Athletic Communications Office. Phone numbers for student-athletes will not be released.

Postgame interviews will be arranged with the Athletic Communications staff member covering the event. Players and coaches will be made available following a brief cooling off period at the conclusion of the sporting event. Contact the Athletic Communications Office to coordinate.

6. Broadcasts:

Radio, websites, live broadcasts, or television stations, student or commercial, wishing to cover an event should contact the Athletic Communications Office at least 48 hours prior to the date of the event. Contact the Athletic Communications Office with the following information:

- a. Sport to be broadcasted
- b. Date of the event
- c. Name, email address and phone number
- d. The name of the media organization represented
- e. Phone or Internet preference for broadcasting
- f. Names of all members of the broadcast crew that will be attending the event

ENFORCEMENT

Violation of this policy may result in disciplinary action as follows:

- A. Employees who are part of a bargaining unit may, with due consideration of the severity of a violation, be subject to disciplinary action brought under their respective collective bargaining agreement.
- B. Employees who are not members of a bargaining unit may, with due consideration of the severity of a violation, be subject to discipline by their supervisor.
- C. Representative of News Media who fail to abide by the guidelines set out in this policy may be subject to revocation of permission to cover College programs/events.