

PTC Media Engagement Policy 11.21.23

As a private – non-profit Institution, Pittsburgh Technical College (PTC) and its programs, activities and plans may be of special interest to the general public. One of the important ways in which we promote the College is through the mass media.

In order to ensure a professional relationship with the media, due diligence must be taken to ensure that information originating from the College is accurate, complete, reflects the official position of the organization, and is released to the media and target publics in an effective, professional, timely manner.

If you are contacted by a reporter – on the phone, via email or face-to-face, this document will aid you in following the appropriate steps and serves as the college's formal and expected media response protocol.

First and foremost, remember that only authorized spokespersons are permitted to make statements on behalf of PTC. If you are NOT an authorized spokesperson you are not permitted to speak on behalf of the college.

Anyone misrepresenting themselves as an authorized college representative, in any media format, in a manner that can potentially harm or convey the college in a negative manner, is in violation of our policy and is subject to potential disciplinary action.

Nothing herein is intended to interfere with an employee's right to engage in protected concerted activity under the National Labor Relations Act.

Only designated members of the PTC Marketing Department are authorized to be the first and primary contact with the media.

Most reporters will contact the department when they need information. They know they will be referred to the proper source for information quickly and that we will determine if a reference is warranted and respect media deadlines.

In the interest of orderly, consistent management of the information released to the media, the following guidelines have been established and are in effect immediately:

Contact with the Media

If you are contacted by the media, you should be kind, gather information, and immediately inform the Marketing Department and the Office of the President. The Marketing Department is the only official outlet for the College's information and personnel are available for accurate information, assistance, and support.

Pittsburgh Technical College is prepared to handle appropriate inquiries and, if necessary, set up a time for the reporter to interview appropriate individuals and receive accurate information.

In addition, if you are designated by the college to be interviewed, you will be provided with as much information as possible and counsel on what to expect during the interview. We will also provide the reporter with the appropriate information about you.

Times of Crisis

The College strives to be honest and forthright, particularly with information concerning an emergency, crime, or controversy.

If a member of the media contacts you during a crisis situation, please do not provide information but rather gather information about their story and immediately contact the Marketing Department and The Office of the President, which is the only authorized department to release information pertaining to crisis situations.

Administrators are asked to keep the Marketing Department and the President's Office fully informed, in a timely manner, regarding such activities in their areas of responsibility.

Media Access

Members of the media, once authorized, are welcome on the campus of Pittsburgh Technical College. However, they are asked to contact the Marketing Department and Office of the President, in advance of visiting, for authorization and access to the areas, buildings and people necessary to complete their story in a factual manner that enhances the college's brand.

Employees of the College are asked to notify the Marketing Department and Office of The President if they notice media crews and reporters on campus without a College escort.

For the safety and privacy of students, photography or videography is expressly prohibited in classrooms, cafeterias, library, and student study areas and lounges, without the prior and expressed approval of the Marketing Department and Office of the President.

Services to Faculty

The Marketing Department seeks the opportunity to work with faculty and staff members in order to help promote PTC to the media in the following ways:

- interesting or ground-breaking research/innovative projects
- involvement in an outreach project that helps people in the community
- innovative teaching techniques
- receipt of a major award or recognition
- expert opinion on a current major news story
- students who are doing great things
- human interest stories and profiles

If you have an innovative story idea, please contact the Public Relations and Marketing Department via email.

- **Suzanne Basista** 412-527-9150 (cell) or suzanne@kirkpat.com (Kirkpatrick Group, agency of record)
- **Katie Regan** 239-810-2322 (cell) or katie@kirkpat.com