



L.E. FLETCHER TECHNICAL COMMUNITY COLLEGE
Policy # PR01

Title: Communication Policy

Authority: FTTC Public Relations

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Fletcher Technical Community College continues to grow exponentially and in order to strengthen institutional identity, maintain and market a consistent, positive image to the community, as well as meet the requirements of a public institution, the following communication policy has been adopted by the college.

MEDIA RELATIONS

The Public Relations Department and the Office of the Chancellor are responsible for media relations at Fletcher Technical Community College. The responsibility includes designating the appropriate administrator or faculty member to comment on behalf of the college as well as publicizing the college in the media.

Any media inquiries received by faculty and/or staff should be referred immediately to the Chancellor or the Public Relations Department. An appropriate response to the media would be, "I'm sorry I don't have the full information regarding that issue. I will have our Public Relations Department contact you as soon as possible." Please obtain the reporter's name, phone number, topic of story and deadline.

All television, radio, newspaper or other media inquiries regarding sensitive or controversial issues should always be referred immediately to the Chancellor or the Public Relations Department.

CRISIS COMMUNICATIONS

In the event of a potential crisis situation, specifically whereby the Emergency Response Plan is enacted, the following crisis communication procedure should be followed to avoid potential long-term public relations damage.

Fletcher Technical Community College is committed to taking an approach of transparency during a crisis situation, however; **No one is authorized to speak to the news media in a crisis situation without authorization from the Chancellor or the Emergency Response Team.**

When crises erupt, the Emergency Response Team will gather and verify information about the crisis, assess the severity of the crisis, and develop strategies concerning how information is to be released, who should speak for the institution and who is to be notified. The Team will distribute verified information as quickly as possible to internal and external audiences. For more information see Fletcher's Emergency Response Plan.

FOIA AND FERPA

As a state institution, Fletcher is governed by the Freedom of Information Act (FOIA), and certain information must be provided to anyone who asks, including members of the public and the news media. However, as an institution of higher education, Fletcher also is governed by federal and state laws that limit the type of information that can be divulged about students and employees.

The Family Educational Rights and Privacy Act (FERPA) does not allow employees to release information concerning current or former students without the student's express permission. For more information regarding FERPA, please contact the Registrar's Office.

Should the news media seek information about individual students or employees, or if they have questions about information that can or cannot be released, please refer them to the Chancellor's office. All requests for personnel and college-related information utilizing provisions of the Freedom of Information Act must be in writing and directed to the Chancellor. By law, the college must respond within five workdays of receiving the FOIA request.

PUBLICATIONS

All communication that represents the college to the public must be reviewed by the public relations department, including, but not limited to:

- Publications, including those requiring partial editorial or design services, reprints or revisions of previously produced publications; publications produced by means of desktop publishing; and initial formats and editorial style.
- Print and broadcast advertising.
- Photographs and video and audio productions used to individually represent the college to a mass audience.
- Non-commercial use of college seals, logos or signatures. Use of these symbols on all materials, whether or not paid for by the college.
- Deviations from standard letterhead and business card design.
- Press Releases representing the college.

COPYRIGHT AND FAIR USE

The copyright law of the United States (Title 17 of the United States Code) governs the making of photocopies or other reproductions of copyrighted material. The making of an electronic copy of a copyrighted work by any means constitutes reproduction that is governed by copyright law.

The copyright principles that apply to instructional use of copyrighted works in electronic environments are the same as those that apply to such use in paper environments.

Fair use, in Section 107 of the Copyright Act, recognizes the importance of accessing, using, and building upon copyrighted works in the context of teaching, research, and scholarship. The law establishes "fair use" protection for copying or disseminating copyrighted works without obtaining permission from the copyright owner under certain circumstances. The analysis of "fair use", whether in the paper or electronic environment, includes:

- the purpose and character of the use;
- the nature of the copyrighted work;
- the amount and substantiality of the portion used in relation to the copyrighted work as a whole; and
- the effect of the use upon the potential market for or value of the copyrighted work.

Permission may be required for the use of copyrighted material as electronic course content even when such material is:

- available elsewhere on the internet;
- being used in a course for the first time; or
- characterized for purposes of course use as optional, supplemental, or ancillary reading material, rather than as required, assigned, or recommended reading material.

No one should post course content consisting of copyrighted works or portions of such works in electronic form without first either:

- obtaining the permission of the copyright owner or
- concluding after reasonable inquiry, with the benefit of resources made available by the college for these purposes, that the use qualifies as a fair use or other exempt or licensed use for which permission is not required.

Copies of copyrighted works, regardless of their format, should include proper attribution and copyright notices.

For more information on Copyright and Fair Use, visit www.copyright.gov

COMMUNITY RELATIONS

Fletcher's community relations program is responsible for developing and maintaining relationships with individuals, government, businesses and organizations within the communities served by the college.

The purpose of the community relations program at Fletcher is to develop and maintain a relationship with our stakeholders to ensure that educational opportunities are available to all persons served by the college.

Community relations are the responsibility of all staff members.

The Fletcher Advisory Committee in conjunction with the Chancellor shall serve to promote rapport between the College and the community. In addition, each instructional program shall establish a Craft Advisory Committee and minutes of meetings shall be maintained.

The following activities are documented for the purpose of substantiating community relations efforts:

- classes conducted for the benefit of local industry;
- coordinated educational seminars and trips;
- presentations made to the general public and to civic and professional organizations;
- membership in civic and professional groups;
- encouraged volunteerism and involvement in the community.