

HIGHLAND COMMUNITY COLLEGE
GENERAL PERSONNEL POLICY

SUBJECT: Press Policy

BOARD OF TRUSTEE APPROVAL: 7/22/2026

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EFFECTIVE DATE: 7/23/2026

As an employee of Highland Community College, journalists may occasionally approach you with questions related to our academic programs, campus operations, policies, students and teachers, events, or other college-related matters. These requests may come by phone or email, to your work or personal accounts, or, in some rare cases, in person.

Below are some simple guidelines for handling any calls, emails, or other inquiries from the media.

It is important that Highland Community College always speaks with one voice when it comes to addressing the press. **To ensure the consistency and accuracy of our statements, only designated individuals are authorized to speak on behalf of the College.**

If a journalist contacts you via email or any other form of written communication (such as a text or social media message):

Please forward it immediately to mediainquiries@highlandcc.edu. **DO NOT RESPOND TO THE EMAIL**—we will follow up. Highland Community College will generally respond to media inquiries within 24 hours or less, depending on the urgency and deadline of the request.

If a member of the media approaches you in person or contacts you by phone:

Please tell them: ***“I’m going to refer you to our team that handles media inquiries. They will be glad to assist you in any way possible. Can I please have your name, email, telephone number, the name of your outlet, and the deadline for your story?”***

- Do **NOT** give the reporter any information.
- Do **NOT** say “no comment” or anything of that sort. A “no comment” actually is a comment. Just be polite and friendly, and simply follow the suggested sentences above, get the contact’s information, and send it along immediately to the email address.

If you receive pushback, or are pressed for more details:

You may simply say: **“I understand, but unfortunately, I am not the appropriate person to comment on this, and I do not have the information needed to provide any accurate answers. But my colleagues do.”** And then continue to take down their contact information.

In the event that a camera crew and reporter arrive at our campus or elsewhere on College property and asks to film:

In a polite tone, say: **“It’s against policy to film on campus without permission, but if you’d like to speak to someone regarding your request, I’d be happy to take down your information so they can reach out to you.”**

If a camera crew is filming the building's exterior in a public space, such as a sidewalk or road:

Do not engage them in conversation or approach them. You cannot prevent any media activity on public property. Please call your supervisor immediately to report the situation.

Please feel free to reach out to the Marking Department with any questions or concerns regarding these official press guidelines.