




Northern Marianas College Procedure

Procedure No.: 5000.5 Procedure Title: Media Relations
Issuing Date: 9/26/13 Adoption Date: 9/30/13 Effective Date: 9/26/13
Office of Origin: Human Resources Office
Procedure Approval Authority: President 
Board Policy No. Associated with this Procedure: 5000
This Procedure Supersedes/Replaces: 2011 BOR Policy Part VII.K

The written steps necessary to appropriately and uniformly perform a task in carrying out policies and activities of the College.

Overview/procedure description This Procedure describes the procedure for employees dealing with the media.

Areas of Responsibility As a public institution of higher learning, Northern Marianas College and its programs and services are of high interest to the public. In order to ensure that official messages originating from the College are consistent and accurate, it is important that the following media relations procedure be followed by all NMC employees:

Procedure details The President of the Northern Marianas College is the official spokesperson of the College. In the President's absence, the acting President or the Director of the External Relations Office shall serve as the official spokesperson. Other individuals, on a case-by-case basis, may be specifically and explicitly authorized by the President to officially speak on behalf of the College.

The College recognizes the rights and responsibilities that flow from the exercise of academic freedom and the freedom of speech. Board Policy and the Employment Contracts provide that:

As citizens engaged in a profession that depends upon freedom of inquiry and expression, instructors have a special obligation to promote conditions of free inquiry and to further public understanding of academic freedom.

As members of their community, instructors have the rights and obligations of all citizens. They measure the use of these rights and the urgency of these obligations in light of their responsibility to their students, to the College, and to their profession. When they speak or act as private persons, they avoid giving any impression that they speak or act for the College.

Members of the NMC's faculty are encouraged to speak with the media and to educate the general public within areas of their academic expertise. All members of NMC's community should, however, consistent with Board Policy, avoid giving the impression that they speak or act for the College when they speak or act as private persons.

The External Relations Office will coordinate all media-related activities for the College and will be the official news source and the principal contact for all communication between the College and media representatives. Media inquiries concerning official NMC business or institutional questions are to be referred to the External Relations Office.

Also, as provided by Board of Regents Policy, all members of the NMC community have the following obligations:

The employee's responsibility in fulfilling his/her obligation to the public shall be to:

1. Not misrepresent the College.
2. Take adequate precautions to distinguish between his/her personal views and those of the College.
3. Not knowingly distort or misrepresent the College's concerns in direct and indirect public expressions.
4. Not interfere with a co-worker's exercise of political and citizenship rights and responsibilities.
5. Not use institutional privileges for private gain or to promote political candidates or partisan or nonpartisan political activities.

Any questions or concerns regarding this policy should be referred to the Human Resource Office or the External Relations Office.