

## **GUIDELINES FOR INTERACTING WITH NEWS MEDIA**

Marketing and Communications is the College's official liaison with the media, which includes print, broadcast, and Web information outlets. It is our responsibility to be open and responsive to the media with news and information about the College and its programs.

As in all its activities, Marketing and Communications supports the "One College" concept.

### Media Guidelines

These guidelines are in place to ensure that the media are given timely, accurate, relevant information about Pima Community College.

The Executive Director/Media, Community, and Government Relations is designated as the College's principal spokesperson. Marketing and Communications personnel have expertise in media relations and carefully consider the best way to provide information in response to each media inquiry, in order to promote a better understanding of College functions, challenges, and accomplishments.

- All media contacts should be referred to the Executive Director of Media, Community, and Government Relations, Libby Howell:
  - Office: 520-206-4778
  - Cell: [REDACTED]
  - Email: [ehowell1@pima.edu](mailto:ehowell1@pima.edu)

If Libby is unavailable, contact Marketing and Public Relations Manager Paul Schwalbach:  
Office: 520-206-4720  
Cell: [REDACTED]  
Email: [pgschwalbach@pima.edu](mailto:pgschwalbach@pima.edu)

- Notify us immediately if you receive a media inquiry, and do not grant an interview or provide any information. This will ensure consistent messages on key issues of importance to the College. Tell the reporter that you are referring them to the authorized PCC spokesperson, who will ensure that their request is responded to quickly and helpfully.
- When taking a call from the media, exhibit the same professionalism and courtesy that you would use with any other customer of the College. Get as much information from the reporter as you can so that we can respond effectively.

### If you are asked to be the spokesperson:

On occasion other College personnel may be approved by PCC Marketing and Communications to respond to a media inquiry, especially when it is an opportunity to positively promote a PCC program or event. You may expect us to assist you in the following ways:

- Marketing and Communications will provide you background information on the reporter and the needs of the story;
- Marketing and Communications will counsel you on the best way to respond to questions so as to be open and helpful, and to present the College in the best light.
- Marketing and Communications will serve as the liaison between you and the reporter in setting up the location, time, and date for the interview. In many cases, a Marketing or Media Relations person will be present during the interview in case further assistance is required.

In the future, this reporter may contact you again regarding other stories. Please refer those inquiries to Marketing and Communications.

**If you have an event or achievement that would benefit from publicity:**

If you have a story idea, or event that would benefit from publicity, such as a success story involving a student or former student, we welcome you to contact the Marketing person assigned to your area. We will work with you to gather information and determine how best to publicize the event or endeavor, through news media or other venues. Some activities may be more appropriate for internal publicity, such as an email to all employees or our Pima newsletter, @PimaNews.

