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Communications  
Plan and Procedures  
Guide

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Great Basin College  
Communications Department

# Communications- Plan and Procedu



## When a Reporter Calls

Guidelines for communicating with the media when issues are non-controversial and limited to the faculty or staff member's area of expertise:

- x Obtain the name of the person calling, the media organization, all contact information, and, if available, the anticipated time of release of information in print or broadcast.
- x Notify the communications department with applicable information.
- x Return all inquiries as soon as possible. Media outlets work on tight deadlines and will seek another source if calls are not returned.
- x Do not feel compelled to conduct a phone interview or in-person interview. If you would like to think before answering, ask the reporter to email specific questions. In most instances, this will be acceptable to the reporter if you are providing information in a timely manner.
- x Consult with the communications department prior to answering any inquiries: we are here to help. Answer only the questions that are asked. Do not elaborate. Do not speculate. It is okay not to know the answer to a question. Avoid "no comment," as it has a negative connotation. Make sure the reporter understands your answers. In many cases, you are the expert educating the reporter, and, in turn, the media outlet's audience. Remember you are representing Great Basin College. Personal opinions should be clearly and carefully identified as such. If you would like to do a "pre interview" please reach out to the communications department.
- x There is no such thing as off the record. Expect that anything you say to a reporter will be printed.
- x Provide your best contact information for follow-up questions.
- x Issues that should not be discussed with reporters include legal issues, personnel issues, matters of college integrity, campus crises or emergency situations. Refer all such inquiries to the communications department.
- x Any inquiries involving specific students are subject to FERPA regulations (see below) and should be directed to the communications department. **DO NOT RESPOND TO INQUIRIES RELATED TO STUDENTS, EVEN TO CONFIRM THAT THEY ARE A STUDENT.** See FERPA guidelines on the next page.
- x Any inquiries involving specific faculty or staff members should be directed to the communications department or human resources.

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## **Emergency Communication**

Great Basin College has an emergency communication plan that is part of the college's larger emergency crisis plan. GBC's emergency crisis team works with the communications department to coordinate the release of all information to the media and other internal and external publics in the event of a major emergency.

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## Photography and Recordings

The communications department is responsible for maintaining an archive of college photos for use in publications and on websites. In accordance with GBC policy, faculty and staff who wish to contribute to the marketing and promotion of Great Basin College and take photographs, video recordings, audio recordings, or any other electronic or digital method of recording, must ask their subjects to sign the college release agreement: ([Hyperlink to form](#)).

If it is logistically impossible for all subjects to sign the above form (for example at a campus-wide event), they must be notified that their likeness will be captured. Below are some examples of how to remedy this.

### Notification Language at Entry to Event

Attendance at this event constitutes an agreement to Great Basin College's use and distribution, now and in the future, of the attendees' image or voice in photographs, videotapes, electronic reproductions, or audiotapes of the event. If you have questions or concerns, contact the communications department at 775.324. (If you use this method, you must photograph the notice as it is posted on the day of the event. Please keep this photo on file with the event's photos.)

### Invitation Language

A photographer will be taking photographs at [College Event]. Your attendance at the event constitutes agreement to the college's use and distribution (now and in the future) of your image or voice in photographs, videotapes, electronic reproductions, or audiotapes. If you have questions, contact communications department at 775.324.

Do not assume that any photo that appears on the web is free to use. Please consult with the communications department before using a photo for use on the college site or in official publications.

## Printing

Please remember the following before submitting your work for printing: all publications, brochures, etc. that will be distributed off campus and/or use the college logo must be reviewed by communications department prior to submitting for printing to ensure consistency of messaging and adherence to college graphic and visual identity standards 5 business days prior to distribution. Authorization can be obtained by contacting the communications department at 775.324 or emailing it to [communications@gbcnv.edu](mailto:communications@gbcnv.edu).

## Business Cards

Business cards serve to introduce both the individual and the college, and GBC's cards have been designed with that in mind. They have a distinctive look that is consistent with the college's overall visual identity program. They also follow a standardized format.

To request business cards, please fill out a [business card request form](#).

## Electronic Letterhead

A GBC letterhead template is available for authorized faculty and staff use. Please contact Tasha Storla at [tasha.storla@gbcnv.edu](mailto:tasha.storla@gbcnv.edu) or 775.324.7 to make a request.

## **Social Media**

Great Basin College encourages appropriate use of social media as a method for communicating ideas and information and as part of its educational mission. The college's policy on social media is as follows:

GBC provides access to the internet for all employees as both an essential service and a privilege. This includes the use of social networking sites and access to an array of posts and blogs—including permission to write a blog of one's own—as part of one's professional activities. The college defines professional activities as those that advance the college's mission of education, research, and public service.

In light of this definition, each employee is reminded that when they blog, contribute to a wiki, or accesses a social networking site with a GBC email address, the employee is a representative of the college and must act accordingly. This means an employee can use platforms such as Facebook or Twitter to communicate with students, faculty, staff, or other professional colleagues in matters related to their teaching and/or professional responsibilities at Great Basin College.

Employees who use a GBC email account for social network activity must consult their supervisor and/or dean in advance of their intention to use such platforms



Be thoughtful and accurate in your posts regarding the college and colleagues. All college employees can be viewed as representatives of GBC—even if they use non

Communications, is responsible for proofreading and fact-checking the content prior to submission. The communications department will assist in advertisement layout and design.

## **Government Relations**

Any correspondence by college e

