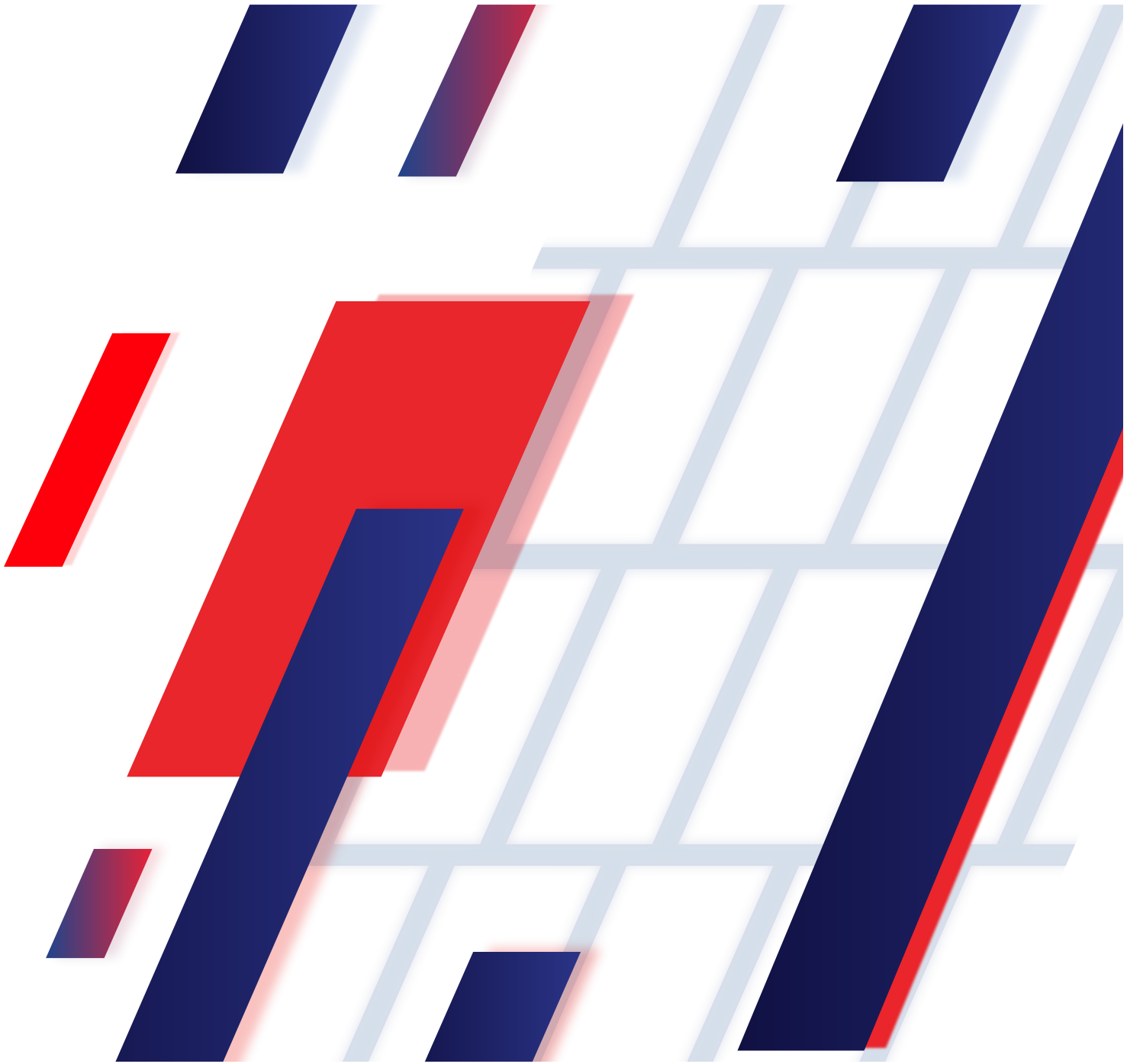


MEDIA

GUIDELINES

REVISED: SEPTEMBER 2023



Lamar Institute of Technology Media Procedures

Spokesperson

The Director of Communications and Marketing serves as the college's official spokesperson and Public Information Officer. The President also serves as a primary spokesperson for the college.

News Media Interviews and Photography

In order to film, interview, video and photograph students or employees on campus property, a formal request must be initiated through the Department of Communications and Marketing by phone or e-mail. Once the request has been approved, the requestor will be notified with the date, time, location and other details for their visit. Requests for interviews will be granted only if the individual from whom the interview is being sought agrees to participate. Media coverage is not guaranteed; however, the department seeks to fulfill requests and be a valuable partner to the local and regional media outlets.

Employee Procedures

Inquiries from the media should be referred to the Department of Communications and Marketing. Should a representative of the media contact your campus or department asking questions or requesting an interview, immediately refer them to the Department of Communications and Marketing at 409-245-8283.

The President or Director of Marketing and Communications may designate an employee or student to serve as the spokesperson on a particular topic. Employees should not perform an interview or speak on behalf of the college without permission from the Department of Communications and Marketing. Requests for news coverage and news conferences must be coordinated through and by the Department of Communications and Marketing.

Once approved, it is recommended that a member of the department be present during any media interview or at any time that media representatives visit the campus. Issues that should not be discussed with reporters are 1) legal issues, 2) personnel issues, 3) questions that involve ethics or issues that may result in harm to others, 4) issues involving specific students or 5) a campus crisis or emergency.

Remember that in responding to the media, including in-person conversations, texts, social media comments, and more, you can be attributed as representing and speaking for the college.

All releases or invitations that are drafted by someone outside of the Department of Communications and Marketing Department and intended to be sent to media must be reviewed and approved before release. The information will be officially disseminated by the Department of Communications and Marketing.

Any media inquiries that involve information about specific students should be directed to the Office of Community and Media Relations, which will consult with the Department of Student Services. Such inquiries will be handled in strict compliance with the Family Educational Rights and Privacy Act (FERPA.)

Dual Credit

For all students participating in the dual credit program, a signed media form must be obtained in order to film, videotape, or photograph students in classrooms, on campus, or at school-sponsored events. Parental consent forms are not required for general images that do not directly identify students.

Emergency/Crisis Procedures

In the event of a crisis or emergency situation, the Director of Communications and Marketing will provide official information to the media and will coordinate the information flow from the college to the public. In such situations, all employees must refer calls from the media to the Department of Marketing and Communications.