



Board Policy
Chapter 3 – General Institution

BP 3990 PUBLIC INFORMATION

Public Information Office

The Public Information Officer is the official college representative to the media and releases all college-related matters, including news of employees, students, and events. The Public Information Office will exercise judgment on what constitutes news and the timing of the release of news. Official college press releases, publications and responses to the press should be channeled through the Public Information Office. When interviews are made which involve a District policy or position, the Public Information Officer should be consulted or present when appropriate.

Statements by Individual Staff Members

Unless representing an official college/District policy or position, it should be made clear that the statements made by the faculty and staff do not necessarily reflect the policy or position of the Board of Trustees or the District. When speaking or writing as an individual, the individual should be free from institutional censorship or discipline. Persons should be accurate, should show respect for the opinions of others, and should indicate that they are not institutional spokespersons.

Listing of Board of Trustees on District Publications

All college publications, flyers, written programs and other materials should include a list of the SMC Board of Trustees, including the Student Trustee, and the name of the Superintendent/President. Restrictions as set forth in regulations of the state Fair Political Practices Commission ("Mass Mailings Sent at Public Expense") will be followed.

References: No specific references

(Replaces SMC BP 2340)

Adopted: May 1, 2000

Revised: November 15, 2004; June 5, 2018