

Media Guidelines

Media Relations Guidelines

The office of Marketing, Communications & Public Relations is available as a resource to assist faculty and staff with media inquiries as well as to assist with promotion of programs, services and activities at the College.

If you are contacted by the media to answer questions and/or conduct an interview as an expert in your discipline, it is a good idea to gather information on what the nature of the interview is about so that you can properly prepare. If you are not ready to speak at that time, set a later time to answer the reporter's questions. Be sure to gather some basic details including the reporter's name, media outlet, phone number and deadline. You may reach out to the Marketing, Communications and Public Relations office for support.

When the media is looking for an official college response on an issue, the official spokesperson/Public Information Officer is Cherie Colin. Please refer media inquiries of this nature to her.

The College is committed to continuing to be transparent, open and honest with the media. These media relations guidelines were developed with that goal in mind. Remember, if you have any questions, the Marketing, Communications and Public Relations department is available to assist.

Press Releases

The Marketing, Communications and Public Relations office is available to assist in developing, writing and distributing press releases and calendar listings to appropriate local media outlets. Press Releases are a great tool to "pitch" the media on a possible feature story you'd like them to consider writing an article about, but should not be used to publicize a specific event when there is no feature story being proposed. A Calendar Listing, Campus Announcement and or GWAMAIL (Student Email), and Skyline Shines are great ways to publicize and promote your upcoming event and get it listed in both online and in-print calendars around the community.

If you wish to connect with the Media to promote your Program, Service or Event, please contact the Director of Community Relations and Marketing, Cherie Colin at (650) 738-4346 colinc@smccd.edu. The MCPR office will distribute the release on your behalf.