

2019-2020 SGA Press Policy



➤ Overview

- a. The Student Government Association (SGA) is a highly admirable representative body formed to serve the students. Our reputation reflects the same reason, respect, and responsibility that Georgia College is known for when establishing solutions that better our already elite university. Members of SGA serve as liaisons between the students, faculty, and staff with the accountability of getting work done.
- b. Because SGA is an influential body, providing services generates attention from the media and general public. SGA must be responsive to this attention by providing written, oral, or nonverbal feedback in a timely, accurate, and organized way that positively promotes SGA. Therefore, the purpose of this policy is to establish a controlled method of action when generating response to public attention.
- c. This policy may be amended at any time. The Press Secretary is responsible for suggesting amendments to this policy with confirmation through the President.

➤ Scope

- a. This policy applies to all members of SGA, including members of the Executive Branch with cabinet, Legislative Branch with Senate, and Judicial Branch.
- b. The policy also applies to past SGA members when releasing statements on behalf of SGA. The policy extends to all media outlets, including web, broadcast, and print.
- c. Wherein, web includes, but is not limited to, all statements released through email, messenger, and social media. Broadcast includes, but is not limited to, radio, television, and film. Print includes, but is not limited to, newspapers, journals, and magazines.
- d. If there is ever a point in time that a member of SGA is unsure about the publication of a statement, that member must speak with the Press Secretary before responding.

➤ Responding to Media

- a. The media may contact members of SGA for a number of different reasons:
 - For information about SGA
 - To promote the services of SGA
 - In response an action or statement previously made

b. In any case, SGA members should always forward the communication to the Press Secretary with a drafted response. SGA policy is to refer all inquiries to the Press Secretary.

c. When taking calls, SGA members should keep in mind that anything said reflects upon SGA as an organization. Therefore, interactions should be polite and professional.

d. Additionally, SGA members should be courteous to inquirers by trying to best meet communication deadlines. e. If an SGA member is not compliant or behaves rudely toward the press, the press is encouraged to contact the Press Secretary at sga.press@gcsu.edu.

➤ Media Policy

a. If and when media outlets approach, members of SGA are required to contact the Press Secretary.

b. When the inquirer is requesting web correspondence, the SGA member must provide the Press Secretary with their response before it is sent to the inquirer.

c. The Press Secretary will then make any necessary changes before forwarding it back to the SGA member.

d. Only once the Press Secretary has sent the revised version can the message be sent from the SGA member to the inquirer.

■ If the SGA member does not agree with revisions, they may suggest new corrections to the Press Secretary.

e. If the inquiry is requesting face-to-face interactions, the Press Secretary must be present in order to record the audio.

■ This ensures that reporters do not publish incorrect statements.

f. If the circumstances of response are unsure by the SGA member, the Press Secretary should be contacted.

➤ Seeking Media Coverage

a. If an SGA member has a story that they would like to be broadcasted, they must speak with the Press Secretary before contacting media outlets.

b. The Press Secretary and Media Team are responsible for posting on the SGA social media accounts.

c. Postings or event publishing may be requested through the Press Secretary.