### SUBJECT
Dissemination of Public Information

### AUTHORITY
The Office of the President

### APPLICABILITY
Bennett College Community

### PURPOSE
Bennett College, its faculty, and administrative components actively pursue opportunities to inform the public about all aspects of the College’s programs and services outside of the areas protected by state and federal privacy laws, and other areas exempted by the Freedom of Information Act (FOIA) or the Family Education Rights and Privacy Acts (FERPA). Providing information about the College is vital to our internal and external audiences and the College’s ability to carry out its mission. This policy establishes the official guidelines for the dissemination of information for publication, broadcast through the mass media, or other public forums. The policy also provides specific guidelines to aid individuals speaking on behalf of the College. These guidelines are not intended to hinder open communication between College constituents and the public or news media. These guidelines are, however, intended to ensure a more accurate, consistent and reliable flow of information about College activities.

### POLICY
Bennett College has a responsibility and a commitment to disseminate information about its programs and activities the public in a manner that ensures that the positions and statements of the College are represented accurately and consistently. Bennett College makes the following information available to students and the public through the institution’s Catalog(s), website and/or other methods: academic calendar, grading policies, refund policies, admission policies, program requirements, and information regarding tuition and fees.

### PROCEDURES
1. Faculty, staff, College-supported student organizations and/or individual College employees who release information to the public through mass produced publications, brochures, news reporters or other mass communication channels must provide this information to the Office of Strategic Communications in advance of distribution, if practical, or as soon after the release of information as possible.

2. In the case of releasing information via news releases or other channels regarding a gift, donation or donor, the Vice President for Institutional Advancement or designee in the Institutional Advancement Department is responsible for ensuring that all information is correct. It is the responsibility...
of the Director for Strategic Communications to prepare a news release regarding the gift, donation or donor for dissemination to media outlets, after said news release has been reviewed by the Vice President or designee. After the Vice President for Institutional Advancement or designee has approved the final news release, Strategic Communications will disseminate the information to the mass media.

3. Each division and/or department head assumes primary responsibility for any official public statements, announcements or advertisements issued through their areas of responsibility or their personnel. This responsibility may be delegated according to the needs and resources of each division and/or department. However, each division and/or department head must be informed about the release of public statements issued by division or department staff. Individual employees who disseminate information to a mass audience (via such means as advertisements, interviews with news reporters, etc.) must notify the division, and/or department head and the Office of Strategic Communications prior to such dissemination or, if that is not possible, immediately thereafter.

4. College employees should never give personal opinions as official College positions on particular issues. If asked by a news reporter to give an opinion about particular issues, services or programs, College employees should explain that giving personal opinions on behalf of the College is not appropriate or not a part of their responsibility. It is, therefore, advisable to decline comment and offer to direct the news reporter to the Provost/Vice President for Academic Affairs, division and/or department director or the Office of Strategic Communications.

5. It is appropriate for College employees involved in a newsworthy event to respond to news reporters about facts surrounding an event, such as a professional conference (sponsored by the College), commencement exercises, or scholarship fundraising events, etc. However, the information provided to reporters should be released in coordination with the staff person in charge of the event and the Office of Strategic Communications.

6. Information should be limited to the facts pertaining to the particular event or the safety and welfare of College students, faculty and administration. Information that may be sensitive or have implications relating to litigation or personal privacy should not be discussed. In addition, information or speculation that deals with broader issues or policies of the College should be deferred to the President’s office, the department/division head and the Office of Strategic Communications.

7. All uses of the Bennett College logo and seal, tagline, wordmark, brand colors and any collateral (print, online or merchandise) promoting Bennett College such as advertisements, brochures, fliers, invitations, annual reports, promotional items, web design, videos, social media, etc., should be in compliance with the College’s Public Relations and Communications Guideline and Procedures and must be approved by the Office of Strategic Communications.
<table>
<thead>
<tr>
<th>Replaces policy:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
<td></td>
</tr>
</tbody>
</table>