

**Section:** Communication Guidebook  
**Subject:** Speakers Bureau and Experts Guide  
**Approved by:** Cabinet  
**Applies to:** Faculty, staff, students, volunteers  
**Effective date:** June 26, 2005

## COLLEGE POLICY

A main objective of the Communications and Marketing Office is to raise the visibility of LaGrange College. To that end, the department maintains two online directories that encourage College faculty and staff to share their expertise in the media and in other public settings.

A Speakers Bureau listing is maintained on the College Web site ([www.lagrange.edu/speakers](http://www.lagrange.edu/speakers)) to provide an easy way for civic organizations, churches and other groups to find a College-related speaker for their meetings and events.

An Experts Guide listing also is maintained ([www.lagrange.edu/experts](http://www.lagrange.edu/experts)) to offer a convenient avenue for the media to locate a campus resource for news or feature stories.

## PROCEDURE

### **Speakers Bureau**

The Communications and Marketing office will poll faculty and staff each fall to determine their interest in participating in the Speakers Bureau. Those who are interested will be asked to provide the subject areas that they would be willing to address, and the updated information will be posted on the Web site.

The Speakers Bureau Web pages will be publicized by contact with local civic groups, educators, business leaders and others.

Members of the public who search the Speakers Bureau pages will be able to directly access contact information for the desired campus speaker.

### **Experts Guide**

Communications and Marketing office members will use their knowledge of the media and the campus in determining the subject matter and College representatives included in the Experts Guide. Such information will be updated as media trends change and new faculty and staff join the campus community.

The Experts Guide Web pages will be promoted by the Communications and Marketing Office with the media.

Members of the media who access the pages will not be provided direct contact information for the desired campus representative. Reporters will be directed to the CM office to arrange an interview with the individual.

College policy calls for all press contact to be funneled through CM. If an individual is contacted directly by the press, he or she should follow the procedure outlined in the campus Media Relations policy:

“If you are approached by a reporter and the subject matter involves an administrative or Collegewide issue, refer the reporter to the Communications and Marketing office. If the inquiry involves your personal area of expertise or “expert” opinion, you are free to set a tentative time to be interviewed (at least 2 hours away) and then call Communications and Marketing to inform the office of the inquiry.

“For Collegewide issues, Communications will determine the appropriate campus person to address the subject, and will work with the resource to gather information and create talking points on the topic. For “expert” inquiries, the office will confirm that the subject should be addressed, and will brief the person on media interviews, possible talking points and potential pitfalls.”

More information about press inquiries can be found in the Media Relations policy.

### SUMMARY

The Communications and Marketing Office maintains two online directories that encourage College faculty and staff to share their expertise with the media and in other public settings. A Speakers Bureau listing provides an easy way for civic organizations to find a College-related speaker. An Experts Guide offers the media a convenient avenue for locating a campus resource for news or feature stories. Remember that College policy calls for all press contact to be funneled through Communications and Marketing. Direct all media inquiries to that office.