ADMINISTRATION
Policy 10180: Public Information

1.0 Purpose

1.1 The purpose of this policy is to ensure that all publications and media relations representing Germanna Community College are of the highest possible quality and are consistent with Germanna Community College's mission and published policies.

2.0 Policy

2.1 All promotional materials, including brochures, advertisements, information materials, etc., must be coordinated through the Public Information Officer for approval. Contact with any media should also be coordinated through the Public Information Officer.

3.0 Procedures

3.1 Each department will be responsible for having its draft document forwarded to the Public Information Officer for review.

3.2 Advance notice (two/three weeks) is required for the Public Information Officer to meet individual requests.

3.3 The Public Information Officer will review documents and work directly with the submitting department and make necessary changes and suggestions as needed.

3.4 The Public Information Officer will work with submitting department to determine the most economical finishing and printing of document, advertisement placement, etc.

3.5 All calls received from the media should be directed to the Public Information Officer.

4.0 Definitions

5.0 References

6.0 Point of Contact

Director of Marketing

7.0 Approval and Revision Dates

Approved by President's Council – May 16, 2005

Revised and approved by President's Council – April 2, 2007