



PROCEDURE: 3.3.4.p.L.5
WGTC Media Relations Procedure

Revised: February 24, 2020
Last Reviewed: February 23, 2016; March 5, 2015; March 17, 2011;
Adopted: November 20, 2009

Purpose

The purpose of this policy is to preserve the accuracy and the confidentiality of information.

Official Communication to Media and Public

The Marketing and Public Relations (MPR) is the only office through which official college announcements, activities, and statements may be communicated to the general public. This includes proactively obtaining coverage in the news media through news releases and other means; releasing information about emergencies, weather, crimes, official positions on issues involving the college, and other events to which the press has reasonable claim; and linking faculty or staff with reporters that may be seeking their expertise.

All contact with the news media is to be referred to the MPR. Any information to be shared with the public must be submitted to the MPR for approval.

All media contacts for official college information or expertise must be directed to the MPR. MPR will coordinate the college response with appropriate administrators or employees.

Faculty and staff are encouraged to keep the MPR fully and promptly informed about events, incidents, and developments in which there is current or potential public interest.

While only the president of the College can speak as the chief officer and official spokesperson, she has appointed the MPR to release material dealing with college policy, practice, or events which may impact the position of the college to the community. If the president is unavailable during a crisis, the executive vice president for academic affairs or a vice president for enrollment management will serve as spokesperson.

Responsibility

The Director of Marketing and Public Relations has the overall responsibility of ensuring this procedure is implemented.

References

TCSG Policy 3.3.4p. TCSG Procedure Acceptable Computer and Internet Use