

Revision Responsibility: Director of Marketing and Public Relations

Responsible Executive Officer: President

Source/Reference: None

**PURPOSE**

To maintain a positive image for Columbia State Community College and maintain good working relationships with media contacts.

**POLICY**

- I. The director of marketing and public relations is responsible for all official communication serviced by Columbia State Community College to the media.
- II. The president or his or her designee is the only other person who can speak for Columbia State.
- III. Columbia State employees should not contact the media to secure press coverage without approval from the director of marketing and public relations.

**PROCEDURES**

- I. All calls or inquiries by the media should be forwarded to the marketing and public relations office.
- II. Requests for press coverage should be submitted in writing to the marketing and public relations office. The director of marketing and public relations will review all requests and determine whether they should be submitted for media coverage.
- III. If you become aware of newsworthy events or activities that may be developing in your area, promptly inform the marketing and public relations office.