
Procedure: Media Communications/Marketing/Advertising	Reference No.: 5.9
Authority: College President	Cross Reference: Policy 1.2
Approved: November 27, 1990	
Revised:	

General Guidelines:

1. All official College media communications (press releases, press conferences, official statements, etc.) are the responsibility of the Vice President for Student and Community Affairs.

He/She, in consultation with the College President, will engage in all necessary media relations and be the College spokesperson for official College business.

2. Any campus office or program wishing media coverage of an event or some newsworthy information should contact the VPSCA. Student and Community Affairs will then design the best approach to attract media attention.
3. To ensure a uniform College marketing/advertising effort, all such projects are to be initiated through Student and Community Affairs. Such projects include media advertising and "career day" type activities.