

HORRY-GEORGETOWN TECHNICAL COLLEGE

# PROCEDURE

Number: 6.1.1.1  
Related Policy: 6.1.1  
Title: Public Press and Media Relations  
Responsibility: Office of Public Relations and Marketing

Original Approval Date: 08-01-1994  
Last Cabinet Review: 06-04-2014  
Last Revision: 06-04-2014

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President

The Office of Public Relations and Marketing will coordinate all press inquiries; however, if an employee is directly contacted by a member of the press/media, he/she is free to discuss activities or programs at the College. Following the contact, the employee should notify the Director of Public Relations and Marketing of the event and the subject of discussion, so that an appropriate record can be maintained of the information which is published. If any query is received concerning salary, financial, statistical information, or any topics of controversy, the employee should refer the inquirer to the Director of Public Relations and Marketing, who will coordinate the response through the Office of the President.

Any College employee wishing to receive publicity for any activity or event should provide a Microsoft Word document with event details and contacts at least two weeks in advance of the scheduled event to the Office of Public Relations and Marketing. Also, the Office of Public Relations and Marketing should be notified in advance of any scheduled interview or press/media visitation to the campuses.