

HORRY-GEORGETOWN TECHNICAL COLLEGE

PROCEDURE

Number: 6.1.1.2
Related Policy: 6.1.1
Title: Public Relations
Responsibility: Director of Public Relations and Marketing

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

President

The public information function exists to provide a steady and continuous flow of accurate and timely news information to the various communications media. Efforts are made to ensure that balanced and representative coverage is afforded all phases of the College's curricular and student activity programs. While the personnel in this department attempt to keep abreast of all news-worthy events at the College, the faculty and staff are urged to take an active role in seeking coverage by contacting the Office of Public Relations and Marketing in advance.

The publications aspect of the department's activities relates to the coordination of both internal and external publications. The external publications of the College may include the Catalog and Student Handbook, Annual Report, College Newsletter, and various other pamphlets and brochures. The procedures for the preparation and publication of each of these items are incorporated within the activities of the Office of Public Relations and Marketing.

The marketing responsibility of the Office of Public Relations and Marketing Department represents the combined efforts of the department, the Student Affairs area, the Academic area, and the Administration. In addition to the publication and utilization of the Catalog, the department is responsible for the design and development of all of the marketing resources of the College, including its promotional brochures and its print, radio, television, mobile, and online advertising. The department is also responsible for coordinating any major promotional events.