

HORRY-GEORGETOWN TECHNICAL COLLEGE

POLICY

Number: 6.1.1
Title: Public Press and Media Relations
Authority: Title 59, Chapter 53, Sections 810-860 of the
1976 Code of Laws of South Carolina, as Amended.
Responsibility: Director of Public Relations and Marketing

Original Approval Date: 02-11-1993
Last Cabinet Review: 06-04-2014
Last Revision: 06-04-2014

Chairperson

The College recognizes the need to be active in the areas of public information, publications, and marketing. The public information function generally deals with the release of information to the local, statewide, and national news media, and other general campus informational activities. The aspect of publications relates to the coordination of all of the College's official publications. The marketing responsibility represents the design, development, and coordination of the College's advertising and brand messages.

Every employee is free to talk to the press/media at any time about his/her particular area of activity; however, only the President, or designee, is empowered to speak "officially" for the College.

The release of all salary, financial, and official statistical information about the College must come from the office of the President. The official "News Release" of information about the College must come through the President, or his designee, and the Office of Public Relations and Marketing.