

### **30106 Public Relations, Promotion, and Advertising**

The College structure shall include a department to serve as the clearinghouse for all external news releases, publicity and interaction with the media, advertising and promotion and all instructional and promotional printing about the College and its programs, excluding materials of an academically instructional nature.

The President shall develop procedures to govern news releases and publicity, advertising and promotion and instructional and promotional printing. The College's advertising and promotion will reflect its commitment to valuing diversity.

The Board of Governors recognizes that the College belongs to the people, and that the community should be kept informed about what is happening at the College. Therefore, the College's media relations policy shall be based upon honesty, openness and fairness. With the assistance of the Office of Public Affairs, all staff members are urged to cooperate fully with members of the news media in promoting the College.

The news media and community will be given advance notice of the time, place and business of all meetings, both regular and special, of the Board of Governors. (See Board of Governors Policy No. 10503)

(Amended 12/18/84; 12/17/96; 07/22/14)