



CHAPTER 4	SECTION NO.
College Operations	4.12
REFERENCE	<i>Adopted: October 12, 2010</i>
	<i>Reviewed: October 12, 2010</i>
	<i>Revised:</i>
4.12 Publications and Publicity	

The President or his/her designee shall be responsible for disseminating public information about the College including: coordinating all contact with and inquiries from the news media regarding College programs, services, activities and special events; preparing and distributing all news releases for public service announcements distributed to the news media; and arranging for all appearances on talk shows and news programs.

The preparation of official publications of the College intended for general distribution, unless otherwise authorized by the President, will be supervised and released by Marketing Services. The Office of Marketing Services shall be used as a clearinghouse for news releases to avoid the duplication of materials that are released to the public and to maintain a consistent policy with regard to the standard and quality of publicity and publications.