

Policy VII.7001.A, Public Relations

Purpose

The policy on public relations establishes the responsibilities of the Marketing, Public Relations and Government Affairs department in regards to public relations for San Jacinto College (College).

Policy

The San Jacinto College Marketing, Public Relations and Government Affairs department is responsible for pitching and distributing College news to local, state and national media outlets. The Vice President, Marketing and Public Relations, is the designated spokesperson for the College unless another is designated by the Chancellor or an employee is asked by the Vice President, Marketing and Public Relations to speak to the media. College employees must refer all media inquiries to the vice president, marketing and public relations.

The Authority, Applicability, Sanctions, Exclusions, and Interpretation do not differ from Policy II.2000.A, Policy and Procedures Development, Review, Revision, and Rescission.

Associated Procedures

Procedure VII.7001.A.a, Public Relations

Date of Board Approval	February 5, 2018
Effective Date	February 6, 2018
Primary Owner	Vice Chancellor, Marketing, Public Relations and Government Affairs
Secondary Owner	Vice President, Marketing and Public Relations