

HORRY-GEORGETOWN TECHNICAL COLLEGE

# PROCEDURE

Number: 6.1.1.1  
Related Policy: 6.1.1  
Title: Public Relations & Media Relations  
Responsibility: Public Relations Director

Original Approval Date: 08-01-1994  
Last Cabinet Review: 03-16-2022  
Last Revision: 03-16-2022

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President

The Public Relations Director will coordinate all press inquiries; however, if an employee is directly contacted by a member of the media, they should notify the Public Relations Director of the event and the subject of discussion for approval and to monitor the coverage. If an inquiry from the public or media is received concerning salary, financial, statistical information, or any private or sensitive topics, the employee should refer the inquirer to the Public Relations Director, who will coordinate the response through the Office of the President.

Any College employee wishing to receive publicity for any activity or event should provide event details and contacts at least two weeks in advance of the scheduled event to the Public Relations Director should be notified in advance and approve any scheduled interviews or media visitations to the campuses.