

HORRY-GEORGETOWN TECHNICAL COLLEGE

POLICY

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

Original Approval Date: 02-11-1993
Last Cabinet Review: 03-16-2022
Last Revision: 03-16-2022

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, state, and national news media, as well as other general campus informational activities. The aspect of publications relates to the coordination of all the College's official publications. The marketing responsibility represents the design, development, and coordination of the College's advertising and brand messages.

Only the President, or designee, such as the Public Relations Director is empowered to speak "officially" for or on behalf of the College.

The release of all salary, financial, statistical information, or any private or sensitive topics to the public or the media 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 a designee, such as the Public Relations Director.