

Policy Title: College Info Release Policy – Office of PRM	Procedure Number	691
	Effective Date	4-1-19

1.0 PURPOSE

To establish policies governing internal and external communications, official college publications, communication with the mass media, advertising, marketing, global email, electronic and online venues, and broadcast news coverage that reflect on the role, scope, mission, stature, and identity of UA-PTC.

2.0 REVISION HISTORY

Adopted on: 4-1-19
 Revised on:

3.0 PERSONS AFFECTED

UA-PTC employees

4.0 DEFINITIONS

5.0 PROCEDURES

Policy Statement: As an institute of higher learning, UA-PTC has a responsibility and a commitment to disseminate information about its programs and activities, and to be responsive to media inquiries. The Office of PRM is responsible for building, enhancing and safe guarding the college’s image through communication with internal and external audiences. The Office of PRM accomplishes this by working through a variety of vehicles, including news media, the production of marketing/Informational materials, advertising, promotions, and public information.

It is therefore paramount that information about the college be accurately interpreted to the many constituents it serves. The Office of PRM is charged with the responsibility of releasing information regarding the college, as well as stating the official position of the college, and other events to which the press has reasonable claim. The office of PRM furthers this purpose by accurately explaining all the facts and assuring the college’s position is articulated to the community. In accomplishing this policy, the Office of PRM reaches as wide an audience as feasible.

REQUIRED APPROVALS	NAME/SIGNATURE	DATE
Originator(s) Name(s)	Shannon Boshears, Vice-Chancellor	1-1-19
Ratified by:		
Recommended by Chancellor (Signature)	Margaret A. Ellibee	4-1-19

