

▶ Adopted Date 02/19/04
 ▶ Amended Date _____
 ▶ Review Cycle _____

Attachments: _____

PRESIDENT'S OFFICE
PUBLICITY/PUBLIC RELATIONS

PURPOSE:

Information about certain activities of the college, its staff, students, or its programs often needs to be disseminated within the campus or to the external community. The purpose of such promotion is usually:

- to increase attendance at a college event;
- to inform students, staff or the community of programs/events of interest or benefit to them;
- to enhance the image of the college;
- a combination of some or all of the above.

INITIATOR

College staff wishing to publicize special events, college programs, or staff/students achievements may contact the Public Relations Unit for assistance. The Initiator should make available any materials or information that may help in publicizing the event. Most commonly, the Initiator and Public Relations Specialist work out a plan for publicizing the event, program, or achievement. An Initiator may prepare his/her own publicity materials, but all such materials must be cleared with the Public Relations Unit before external distribution.

AUTHORIZATION

The Public Relations Unit approves all publicity materials concerning Mission College prior to dissemination. The administrator overseeing a program or event must also review all publicity materials about that program or event prior to dissemination.

RESPONSIBILITY

The Public Relations Unit disseminates most of the publicity materials that are sent to the news media, or places the item on the Mission College website. In some cases, the Public Relations Unit will provide the Initiator with contact information and, by mutual agreement; the Initiator will be responsible for dissemination. After dissemination of the promotional materials, the Public Relations Specialist, the Initiator, or both, will be the responsible "contact" person(s) for follow-up inquiries from the news media.

APPROVED: _____

DATE _____



Los Angeles Mission College
President's Office
Publicity/Public Relations