

PUBLIC ANNOUNCEMENTS AND MEDIA RELATIONS - BP 7.6

Legal Authority: NCGS 115D-20

Approval: April 19, 2011

Revision:

Public Announcements and Media Relations

The Board desires a mutually beneficial working relationship with all media outlets and governmental agencies serving the community. The Board shall promote open communication and cooperation with community media outlets and governmental agencies. The Board and the College shall abide by all open meetings and public records laws.

The President is authorized to direct the College's media and governmental relations efforts at the direction of the Board. The President shall supervise the creation and use of the College's website, College news releases, and advertising regarding College programs, courses, events, students, employees and other functions.

Only the President or the Chair of the Board specifically authorized by a vote of the Board may represent the Board in public announcements or events. The President or any trustee speaking to the media or the public without authorization from the Board must disclose that the he or she is speaking on his or her own behalf and does not necessarily represent the official position of the College.

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