



Book	Administrative Procedures
Section	B - General Administration
Title	Crisis Management - Public Information
Code	B.29.04.01
Status	Active
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Accurate Information is vital during a crisis management operation. The collegewide and appropriate campus marketing and communications coordinator, in conjunction with the General Counsel's office, will designate an official spokesperson for the College when a crisis has occurred involving the College. All staff will refer any and all questions to the designated spokesperson.

Marketing and communications will develop a schedule for press conferences and news releases in conjunction with the chancellor and the crisis management team.

Media will only be given access to the crisis area with the approval of the designated crisis management team. Marketing and communications will provide the appropriate escort.

Last Modified by Yvonne J Bloom on February 9, 2021