



Book	Administrative Procedures
Section	B - General Administration
Title	Media Relations
Code	B.29.04
Status	Active
Last Reviewed	June 1, 2020
Prior Revised Dates	06/01/2016The campus marketing and communications coordinators are responsible for contact with community media; and the district-wide marketing and communications department is responsible for contact with metropolitan and national media. Any employee who is approached by a reporter is encouraged to refer the reporter to the appropriate marketing and communications office. In all cases where employees have media contact, marketing and communications must be informed. Marketing and communications staff members are responsible for assisting employees in developing responses that are accurate and in compliance with legislation related to privacy of records and open meetings. Marketing and communications staff and general counsel are responsible for providing information regarding libel laws.

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Last Modified by Yvonne J Bloom on February 9, 2021